Perfection
MESSAGE
AISLE 1800
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AISLE 1600

Buyers converging on the recent Auto Parts and Accessories Show found more consumer-oriented packaging on goods, and manufacturers ready to do business with deals and co-op dollars.

New Packaging, Deals, Rebates Recharge Auto Buyers' Optimism

CHICAGO—Optimism was high as a record 845 exhibitors met with buyers in McCormick Place last month for the Auto Parts and Accessories Show.

The consensus among chain buyers returning to their offices was that a strong '83 is "in the bag."

Not only are slow new-car sales sending a greater number of consumers into discounter auto departments for parts and maintenance needs, but it was also evident that manufacturers are becoming more attuned to the needs of mass merchandisers.

Many manufacturers, for example, came to Chicago with their products in bolder, easier-for-consumers-to-shop packaging. Better promotional deals and more rebate coupons were also in evidence—even if a strong slate of new products wasn't.

Buyers' optimism was also buoyed by price stability. A buyer from Prange Way noted prices were down 6% to 8% on imported accessories and tools, while prices on domestic items generally held steady.

Discounters expect new twists in basic items to spark strong automotive sales. Air compressors with added safety features such as lights and emergency blinkers were pegged as strong sellers by discount buyers, and so were lamb's wool versions of seat covers.

New products that made discount buyers' pick lists included a do-it-yourself disc brake replacement kit, a pick-up truck bed cover and a chemical sealant to instantly repair punctured tires.

A buyer for Danners was especially excited about plastic hubcaps which will sell for about $30 for a set of four compared to a tag of over $100 for metal ones.

H.R.T. Cites Slow Discounter Sales

Zodys' Parent Files Chapter XI

LOS ANGELES—Zodys has become the latest discount chain to buckle in this year's battering economy.

H.R.T. Industries, the chain's parent company, has filed for protection under Chapter XI of the Federal Bankruptcy Act, citing abnormally slow sales in the 55-unit Zodys chain as the primary reason. It is their second such filing in eight years.

H.R.T. had expected Zodys to account for 80% of its corporate income for the current fiscal year following the company's sale of the 68-unit Hartfield chain earlier this year.

But, H.R.T. incurred a pretax loss of $6.3 million for the first half of the fiscal year and estimates another $6 million loss for the third quarter.

H.R.T. has been unable to resolve its cash-flow problems which intensified over the last three or four months, according to president and chairman Edward D. Solomon.

Factors which contributed to slow sales at Zodys included high unemployment in low-income areas where many of Zodys stores are located, and the effect of the devaluation of the Mexican peso, which hurt border-area stores.

The next step: "We will now re-evaluate each of the Zodys stores to decide if we want to close any or if there are any markets we want to vacate," said Solomon.

In addition to the Zodys chain, H.R.T. operates the 80-unit Shoe Stop chain and an apparel manufacturing operation called Jody-Tootique, which isn't included in the company's Chapter XI status.

Third-Quarter Results For Leading Chains

	Sales (millions)			Net Income (millions)		
Chain	**1982**	**1981**	**% Gain (loss)**	**1982**	**1981**	**% Gain (loss)**
Sears[a]	$5,098.5	$5,016.5	1.6	$70.3	$46.4	51.5
K mart	3,882.5	4,016.2	(3.3)	30.1	14.0	115.1
Federated	1,854.3	1,707.6	8.6	39.7	51.6	(22.9)
Dayton Hudson	1,362.5	1,195.2	14.0	38.1	31.9	19.0
Montgomery Ward	1,288.0	1,341.0	(4.0)	(38.0)	(63.0)	(39.7)[b]
F. W. Woolworth[c]	1,248.0	1,258.0	(0.8)	14.0	18.0	(22.2)
May Dept. Stores	881.5	826.8	6.6	26.7	18.9	41.3
Wal-Mart	827.8	634.5	30.0	26.7	18.7	42.9
Associated Dry Goods	744.4	710.1	4.8	8.2	10.2	(19.6)
Zayre	555.8	451.3	23.2	11.8	7.4	60.3
Gemco/Memco	507.0	426.0	19.0	3.5[d]	1.0	37.0
Service Merchandise	222.0	191.3	16.1	1.4	1.1	35.0
Jamesway	83.7	74.5	12.0	1.7	1.1	56.0

[a] Merchandise group results. [b] 39.7% reduction of 1981's third-quarter loss. [c] Results exclude Woolco. Third-quarter net loss, including Woolco and the sale of a 52.6% interest in the company's British subsidiary was $428 million in 1982. [d] Pretax earnings.

Luria Will Publish Its Own Catalog

MIAMI LAKES, Fla.—Add L. Luria & Son to the list of showroom chains publishing its own catalog.

The 26-showroom chain has ended its three-year membership in the Mutual Merchandising group and will produce its own catalog starting with the 1983-84 period.

President Leonard Luria said the move will result in a catalog specifically "suited for our markets." The chain will print more books for about the "$1 million or so" it had spent using a coordinator.

Luria said "a little over 800,000 books were distributed this fall" and "900,000 to one million are projected for 1983-84, based on the opening of at least one or two new stores."

The company's decision to become an independent cataloger came shortly after Luria successfully raised $8,667,000 in a stock offering, and reported a 44.3% jump in net earnings on a 20.2% increase in sales for the fiscal year ended June 26.

Last month Luria opened showrooms in Naples, St. Petersburg and Carrollwood (Tampa), Fla., to hit 26 stores, with units in Vero Beach and Delray Beach, Fla., already projected for 1983.

Luria said publishing a catalog wouldn't present major problems as the company already issues its own flyers and produced the entire jewelry and watch sections plus numerous other pages in the Mutual Merchandising book it used during the past three years.

> **"We want to do our own graphics, merchandise and selection of vendors."**—*Leonard Luria, president, L. Luria & Son.*

Before joining Mutual Merchandising, Luria had been a member of the Creative Merchandising group, and had put together its own jewelry, watches, silverware, giftware and appliance sections when it was a member of that group.

Luria left Creative Merchandising when two other mem-

(Continued on page 66)

Discounter Orders Small For New Sealed Tylenol

Special DSN Report

Discount buyers are planning to order only a fraction of their pre-October orders of the new triple-sealed Tylenol capsules.

Even as the first round of the planned 40 million coupons for a free bottle of any Tylenol appeared in Sunday newspapers nationwide, many chains including Wal-Mart had failed to place orders for what was once the leader in discounters' second largest volume-producing H&BA category.

"We haven't decided on a number yet, but we will treat it like a new product entry and order very conservatively," explained Wal-Mart buyer Mike Lewis.

Lewis and other discounters report a drop in Tylenol's share from 37% to about 5% of all analgesic sales since Tylenol extra-strength capsules laced with poison were linked to seven deaths in Chicago early in October.

Now, less than two months later, Johnson & Johnson is taking orders on its new triple-sealed, tamper-resistant version of Tylenol capsules.

Discount buyers who have ordered new Tylenol are ordering a quarter to a third of their pre-October orders, a poll showed.

"My gut feeling," explained one buyer, "is that they're rushing things too much."

A Step Forward

Tylenol did manage to be the first to roll out new packaging under the F.D.A.'s tamper-resistant qualifications, mandated at factory level by Feb. 5. The company also combined three safety features in its new packages: a box glued shut at both ends, a red plastic seal surrounding the cap, and an inner foil seal over the mouth of the bottle.

The company says that its studies showed that 77% of the consumers are willing to buy Tylenol capsules in the tamper-resistant packaging. New packages are scheduled to be on the shelves by Jan. 1. Until then, consumers can use the coupons for their free bottle.

K mart Star Of 3rd Qtr.: Net Doubles

Special DSN Report

For the third quarter, K mart went to the head of the class in net income gains with a whopping 115.1% increase, despite a 3.3% decline in sales compared to the same period in 1981.

In fact, K mart's pickup of roughly $16 million in net income was greater than its total $14 million net income in 1981's third quarter.

The major component of K mart's increase was a two-percentage-point gain in gross profit margins, 27.1% of sales in

(Continued on page 65)

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Vol. 21, No. 24 Dec. 13, 1982

FLAT WRAP
3.97
Hills
8.29
BE SOLD
NOT ROLLED
WRAP WITH FLAT
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Wrap Session Pays Off

Hills, Depew, N.Y., uses seasonal endcap to sell customers on the value of flat wrap—not rolled—Christmas paper. According to store manager Bob Boose, the employee time spent in wrapping has paid off in sales. *(DSN photo)*

16 Closed King's Are Sold; Rivalry For Woolcos Gains

4 Discounters Get 7 King's

NEW YORK—Four discounters have successfully bid for seven King's in the first of two Chapter XI auctions of the leases of 79 of the chain's closed stores.

Bids were accepted on 16 of the 27 stores put on the block at the first auction. KDT Industries, King's parent, will receive $4.4 million from the sale. King's owns very few of the stores outright.

Another 54 units, including two holdovers from the first

(Continued on page 65)

John E. Parker, U.S. Woolworth general manager, has been named president and ceo of the variety store division.

K mart, Caldor Eye Woolcos

NEW YORK—As Woolco's liquidation sale got under way last month, competition for store sites around the country heightened.

At Woolco headquarters, a liquidation expert was brought on board, and management continued to be realigned.

In the competition for Woolco stores, K mart, Caldor and G. C. Murphy Co. were the latest to look at soon-to-be vacated units, according to Woolco sources.

(Continued on page 65)

Discounters' Merchandising Results A Bit Better Than Old-liners' in '80-'81

NEW YORK—Discounters turned in a slightly better merchandising performance than did conventional department stores during the 1980-81 phase of the current recession.

While the recession impacted discounters a trifle less than department stores, both types of retailers reported poorer merchandising results as measured by the traditional standards of markups, markdowns, gross margins, turns and stock shortage.

The brighter discount picture is the result of a sharp 5.3% cut in total expenses that resulted in a 30.5% rise in profits after taxes (see story, *DSN*, Nov. 15, p. 1). Department stores had a 0.8% increase in expenses which helped to cut their aftertax profits by almost 3%.

Analysis of the merchandising results of discounters and department stores is based on two studies: the National Mass Retailing Institute's *Operating Results of Self-Service Discount Department Stores, 1981-82*, and the National Retail Merchants Association *1982 MOR Report for 1981* (with the focus on statistics for department stores with sales over $100 million).

Sixteen major merchandising categories were tracked by *DSN* from statistics in the two merchandising reports. The figures showed that in battling the recession, discounters and department stores took different tacks to draw shoppers.

Discounters tended to go with lower markups (this measurement was down in 13 categories) while taking much fewer markdowns (13 categories showed a drop in markdowns as a percentage of sales). Department stores increased their markup in eight categories and had declines in five, but the markdowns were higher in 10 categories and down in three.

See table, p. 65.

The bottom line in both cases was more aggressive pricing and almost no change in the gross margin picture.

Discounters' overall gross margin went up 0.42% to 28.5% from 28.4%; gross margin was up in nine categories and down in six. Department stores registered an 0.39% gain to 43.1% from 42.9% as the gross margin went up in four cases and down

(Continued on page 65)

Get Butts in Stores by January 1 To Beat 8¢ Higher Excise Tax

WASHINGTON—Discounters that shuffle cigarette inventories from chain warehouses to retail stores by Jan. 1 will beat the stiff new 100% Federal excise tax increase deadline set to take effect nationwide on that date.

That increase, enacted as part of last summer's $98 billion tax boost, doubles the present 8¢ per-pack excise tax to 16¢. Although the higher tax rate will be imposed directly on tobacco companies after the beginning of 1983, discount stores and other retailers will be required to conduct a one-time inventory of all stocks received at the store level after Jan. 1, and remit the tax on these inventories directly to the Internal Revenue Service.

Although the law specifically provides that floor stocks of cigarettes already in commerce at the beginning of next month will be subject to the higher, 16¢ per-pack tax, officials at the Association of General Merchandise Chains are alerting their chain members that "the new tax won't apply to 'cigarettes in retail stocks held on Jan. 1, 1983, at the place where intended to be sold at retail.' "

This special Treasury Department "retail point-of-sale exemption" applies "only to cigarettes being held for sale at locations where consumers may ordinarily come to purchase them," AGMC emphasized. "Besides cigarettes actually on the shelves, those in stockrooms or other storage areas that are within, or that form an integral part of, retail premises will be exempt from the new tax, as are stocks in vending machines accessible to consumers."

In contrast, discounters will be required to pay the extra tax on any cigarettes which, on Jan. 1, are either "in transit or in inventory locations other than the point-of-sale" such as a warehouse, association lobbyists said.

Although the Department's Bureau of Alcohol, Tobacco and Firearms was still drafting final regulations governing tax collection procedures at presstime, the agency plans to require all cigarette retailers to conduct a special year-end inventory of all cartons held in nonselling locations.

On the basis of that stock count, discounters will be required to file a special one-time "floor stock tax return" to ATF by Jan. 18.

FTC Alters Transshipping Order

Pioneer, Catalogers Claim Win

WASHINGTON—Pioneer Electronics (USA) and the catalog showroom industry both claim a victory in the battle over the manufacturer's efforts to restrict distribution of its home stereo products.

The Federal Trade Commission last month rejected a Pioneer petition to allow it to ban all transshipments of its hi-fi products. Instead, the FTC modified a previous order that will now require Pioneer to permit transshipments to retailers that aren't part of its authorized dealer network, and which meet "lawful reasonable and nondiscriminatory minimum standards."

Ron N. Stone, Pioneer's senior vice president for finance, said the manufacturer will determine the "minimum standards" and transshippers will have to get Pioneer's approval before transshipping goods to nonauthorized dealers. A transshipping clause was due to be sent to dealers at presstime.

Richard B. Kelly, general counsel to the National Association of Catalog/Showroom Merchandisers, asserted catalogers "meet the same minimum standards as many competing retailers which sell the Pioneer line." The commission's order means "Pioneer will be hard pressed to cut off suppliers to the catalog showroom industry."

PIONEER®

Pioneer stopped shipping to catalogers directly this summer even though showroom chains were major outlets for goods, handling about $40 million (at wholesale) worth.

Best Products and Service Merchandise were reportedly the top retailers of the Pioneer line.

Petitions opposing the Pioneer action were filed by NACSM, Best and Service Merchandise. They all contended that catalogers met the same standards as authorized dealers.

Stone said that Pioneer executives haven't even discussed the question of whether Best, Service Merchandise, H. J. Wilson or other catalogers meet the manufacturer's unspecified standards. He added that, so far, no transshipper has asked Pioneer for clearance to sell to a cataloger.

Fedco Bounces Back After Tornado Ripoff

VAN NUYS, Calif.—Employees at the Fedco store here are wearing T-shirts that say "I survived the tornado."

A bizarre weather phenomenon in southern California—a twister—tore away part of the store's roof, causing an estimated $2.5 million in damages.

Despite the freak wind, which was spawned by a mid-November storm, the Fedco unit was reopened for business only four days later.

Fedco's employees "really rallied around" to overcome the crisis, said Edward Butterworth, the 12-unit membership chain's president and ceo.

The twister struck on a Tuesday shortly before the store's noon opening. No customers were inside the 150,000-sq.-ft. building. The violent wind shredded some 40,000 sq. ft. of the roof, damaging ventilating equipment, sprinklers and electric lines. Accumulated rainwater and hailstones poured inside, resulting in $1.5 million damage to merchandise—mostly television sets, video games and other electronic equipment. Rooftop damage was estimated at $1 million.

A guard shack was blown down by the twister, slightly injuring two guards. A six-ton meat truck was toppled in the parking lot.

In the twister's wake, the store was a mess, Butterworth said. The store's interior was several inches deep in water and tons of debris such as tarpaper, and other building materials were scattered about.

Employees scurried to cover merchandise with plastic sheeting. Cleanup efforts were set to continue throughout the evening. But at 6 p.m., a lighting bolt struck the building's transformer, knocking out power for five hours. "It made it very difficult for us because it was raining and we critically needed lights to get the merchandise moved and the roof covered," Butterworth said.

One week after the tornado struck, store employees were treated to a brunch. The chain's executive staff waited on tables and handed out the "I survived the tornado" T-shirts.

16 Closed King's Sold Off

(Continued from page 7)

auction, were set to be offered for sale at a second auction due to be held at presstime. This group included six King's in the New Orleans area which were closed early in November. Those units are reportedly being eyed by Wal-Mart and West Bros., a DeRidder, La.-based discounter.

To date, Bradlees has been the highest bidder for any King's lease, putting up $1,425,000 for a 60,000-sq.-ft. store in Guilford, Conn. King's is the only discounter in that affluent community on Connecticut's Long Island Sound shoreline.

Jamesway, Mars and Ammar's each won two units at the first auction, held last month; nine other stores went to landlords or local developers.

Of the 11 units that weren't sold, two will be on the roster for the second auction. The fate of the other nine wasn't known at presstime, but one source said King's is "expected to disavow any interest in some of those units."

The six closings in New Orleans raised to 72 the number of King's that the company has identified as having closed this year. Last year King's closed an additional 70 stores.

The two auctions included nine King's whose closings earlier this year weren't detailed previously. These nine include two each in North Carolina and Virginia, marking King's complete withdrawal from these two states, and units in Middletown and North Haven, Conn., Cortland and Schenectady, N.Y., and Lancaster, Ohio.

Fewer Units

The King's in Chalmette, La., the discounter's only other store in the New Orleans market, was also quietly shut earlier this year, with the lease reverting back to the landlord.

Ammar's, of Bluefield, Va. (which uses the Magic Mart logo on its stores), bid $350,000 for a King's in Kingsport, Tenn., and $325,000 for a Johnson City, Tenn., unit; Jamesway won units in Hyde Park, N.Y., and Warrington, Pa., in a package bid of $650,000 and Mars put up $200,000 for Chicopee and Lowell, Mass., stores.

The three discounters expect to reopen the six ex-King's in the spring.

Ammar's will use the two King's to move into a new market: eastern Tennessee. The chain has nine stores in the area where the borders of West Virginia, Virginia and Kentucky meet.

Johnson City and Kingsport, Tenn., are part of a tricity market that includes Bristol, Va. Ammar's is looking for sites in the latter city.

Jamesway will use its acquired King's to flesh out two of its current markets:

The Hyde Park, N.Y., store joins a half-dozen other Jamesways in the mid-Hudson Valley area north of New York City, while the Warrington, Pa., unit will become the fifth in a suburban arc outside of Philadelphia.

New Moves

Mars' acquisitions include its first move to have multiunits in a market. The Lowell store will become a team with the Mars north of that city in Pelham, N.H. The Chicopee unit will be in a brand new market for Mars in western Massachusetts.

Mars obtained an extension of its unsecured line of bank credit from $1.5 million to $3.2 million to help finance its expansion. The seven-unit chain hasn't opened a new store in about a half-dozen years.

Liquidation of the inventories in the 66 King's closed earlier this year raised about $15 million. That liquidation was handled by Halle Bros., one of the arms of the Schottenstein interests of Columbus, Ohio. Schottenstein was involved in a number of major retail liquidations, including Korvettes.

Schottenstein was also handling the going-out-of-business sale at the six King's in New Orleans, under way at presstime.

Wal-Mart and West Bros. are reportedly interested in the six New Orleans King's.

King's speeded up the closing of the six New Orleans stores because of the F. W. Woolworth decision to close all Woolcos, including six in the New Orleans area.

Steven J. Green, chairman of KDT Industries, King's parent, said in a statement filed with the Federal Bankruptcy Court in New York that the King's were closed early because the market "soon would be saturated with special promotions by Woolco."

Woolcos Are Eyed

(Continued from page 7)

Woolco's leases provide that landlords, with notification of 90 or more days in advance of store closings, have the right to elect to terminate Woolco's leases and recapture the sites. Therefore, any negotiations being conducted are through landlords, the chain said. At the end of the notification period the leases revert to Woolco.

On Long Island, chain sources said landlords most recently talked to Caldor and K mart, which followed Jamesway in expressing interest in the market.

In New Orleans, where Target was suspected of being the front-runner for about half-a-dozen sites, Woolco sources said the Minnesota-based upscale discounter won't make a move for the time being.

But, another suitor has been added to the New Orleans market, as G. C. Murphy joined Wal-Mart in investigating the sites.

Meanwhile, liquidation expert Sam Nassi was retained as a consultant by the F. W. Woolworth Co. Nassi previously handled the W. T. Grant liquidation, among others.

At headquarters, management shifts continued with U.S. Woolworth general manager John E. Parker upped to president and ceo of the variety store division.

Parker's appointment came on the heels of the ascent of John W. Lynn to the chairmanship and ceo position of F. W. Woolworth Co.

Lynn, previously vice chairman of the board, was credited by the company with having "spearheaded the actions behind the company's major strategic moves of the recent past," including the termination of Woolworth in Spain, the sale of 51% of the company's Mexican subsidiary shares, and the sale in October of the 52.6% interest in its British division.

In other corporate moves, Arnold S. Anderson, formerly a director of Woolworth's Mexican and British subsidiaries, was elected to the newly created post of executive vp, administration.

Discounters vs. Dept. Stores

Department	Markup[1]		Markdown[2]		Stock Shortage[3]		Gross Margin		Turns		Sales as % of Total Volume[4]	
	Discount Store	Dept. Store	Discount Store	Dept. Store	Discount Store	Dept. Store	Discount Store	Dept. Store	Discount Store	Dept. Store	Discount Store	Dept. Store
Auto Accessories	31.5%	43.7%	6.6%	15.8%	1.0%	N.A.	25.5%	31.8%	1.5	3.3	4.9%	0.2%
Major Appliances	N.A.	26.8	N.A.	6.4	N.A.	1.4%	N.A.	22.6	N.A.	3.5	1.0	1.2
Home Electronics[A]	21.9	27.4	5.1	7.0	1.7	2.0	17.8	21.4	3.1	2.9	2.5	2.6
Small Appliances	22.4	27.3	6.3	7.3	1.2	1.8	17.4	22.0	32.6	2.9	2.9	1.2
Housewares	35.8	45.1	7.8	8.7	0.6	1.2	31.9	41.5	2.4	2.0	5.8	1.9
Hardware[B]	35.8	41.4	8.2	10.2	1.9	4.1	28.6	35.6	N.A.	1.9	4.0	0.4
Hobby, Recreational & Transportation[C]	28.1	43.1	7.0	15.4	1.9	4.0	22.7	34.7	0.8	2.2	11.0	0.8
Toys	34.9	40.6	6.7	11.0	1.5	2.1	28.8	34.2	1.2	2.2	5.8	0.6
H&BA	24.8	39.4	4.6	0.8	2.1	1.2	21.6	38.8	3.4	3.2	7.5	6.4
Women's Apparel & Accessories[D]	44.4	51.2	12.3	19.3	2.1	3.7	35.4	44.2	1.0	3.9	13.4	22.7
Men's Apparel & Accessories	38.2	49.8	8.3	11.5	1.5	2.3	35.6	44.5	3.0	3.1	8.9	12.4
Children's Wear	38.8	49.3	8.5	12.6	0.9	2.2	34.4	44.6	2.7	3.3	7.3	6.4
Household Textiles[E]	38.1	47.5	8.5	8.8	0.8	1.2	32.3	44.3	1.7	2.1	7.0	5.9
Furniture, Home Furnishings & Accessories	37.9	48.4	10.5	10.4	1.3	1.2	30.8	43.5	13.2	1.7	2.2	9.8
Stationery Supplies & Accessories	40.9	47.3	6.4	6.8	1.9	1.9	36.5	44.1	4.8	2.9	2.5	1.4
Home Improvements	37.7	N.A.	18.9	N.A.	0.9	N.A.	30.9	N.A.	6.9	N.A.	1.9	N.A.

Discount store figures are combined dollar averages; (Conventional) department store figures are medians. N.A.—Not available.

[1] *Cumulative figures, including transportation costs.* [2] *Figures include employee discounts.* [3] *At retail.* [4] *Discount store figures are percentages of total sales for chains with sales in the specific departments; department store figures are percentages of total consolidated store volume.*

[A] *Discount store figures exclude records; department store figures include records.* [B] *Department store figures exclude paint and related supplies and lawn and garden.* [C] *Discount store figures include books, records, photo, luggage, art supplies and sporting goods; department store figures are just for sporting goods. Department store median figures for books, art supplies, and photo are: markup, 33.3%; markdown, 5.8%; stock shortage, 2.1%; gross margin, 28.9%; turns, 2.1, and sales percentage, 0.7%.* [D] *Discount store figures include intimate apparel and accessories, which aren't included in department store statistics. Latter's median figures for this category are: markup, 50.9%; markdown, 7.6%; stock shortage, 2.6%; gross margin, 49.1%; turns, 3.2, and sales percentage, 11.6%.* [E] *Discount store figures don't include the bath shop, which is part of department store statistics.*

Sources: For discount stores: NMRI's Operating Results of Self-Service Discount Department Stores, 1981-82; *For department stores; NRMA's* 1982 MOR report of 1981 Merchandising and Operating Results.

Discounters Nip Old-liners

(Continued from page 7)

in eight.

Both retailers also sharply cut their inventory levels to conserve cash and hold down interest expenses. This effort showed up as extensive drops in turns, with discounters' turn down in 12 categories and higher in two; department stores' was lower in 10 cases and improved in two.

The most telling sign of the poorer merchandising performance of both types of retailers was in the soft goods area. This was especially so for discounters who have been making a major effort to strengthen their merchandising of higher-profit apparel and accessories.

Discounters' markup fell across the board for apparel: women's wear off almost 1%, men's apparel 8.7%, children's wear 4.2% and household textiles 4.5%. Department stores boosted markups for women's apparel 0.8% and children's wear 0.6%, while men's wear was off 0.8% and household textiles 0.2%.

The high markup for softgoods—along with sharp drops in markdowns—enabled discounters to retain high gross margins for apparel and home textiles despite increases in stock shortage and drops in turns.

The markdown declines for soft goods included women's apparel, down 10.6%; men's wear, off 15.7%; children's wear, down 8.2%, and household textiles, down 7.5%.

The gross margin picture had women's apparel off 1%, while men's wear was up 3.6%, children's apparel, up 1.1% and household textiles up 0.7%.

The poorer stock shortage situation had women's wear up 7.1%, men's apparel up 11.7% and household textiles up 5.3% while children's wear was down 14.1%.

Turns dropped for all four categories: women's wear, 17.1%, men's apparel 44.3%, children's wear 8.2% and household textiles 24.6%.

Discounters' markups were down for all the hard lines except auto accessories and home improvements. But, markdowns were also cut sharply for almost all those categories so that most showed slight gains in gross margins despite increased stock shortages.

While department stores were able to boost markup in more categories than discounters, the full-price chains didn't fare any better overall than their lower-priced rivals.

Fuller Explanation

This was due to big increases in markdown (10 categories had gains); large declines in turns (10 categories registered drops), and only moderate gains in cutting stock shortage (seven categories showed an improvement). The end result was a poorer gross margin picture as this measurement was down for eight categories and up for only four.

The all-important, higher-profit soft goods side showed mixed results.

Women's wear had an 0.8% gain in markup that was countered by a 9% increase in markdown; an 8.8% boost in stock shortage, and a 7.1% drop in turns that resulted in gross margins sliding 2.2%.

In men's wear, the results were: markup fell 0.8% while stock shortage was down 14.8%; turns were off 3.1%, and markdowns were up 0.9%. Gross margin, however, had an 0.5% gain.

Children's wear markup was up 0.6% while markdowns increased 2.4% and turns dropped 2.9%. There wasn't any change in stock shortage, but gross margin declined 1.8%.

Household textiles had an 0.2% decline in markup, a 6% gain in markdown, a 25% jump in stock shortage and no change in turns. Gross margin fell 0.9%.

K mart Is Star of 3rd Qtr.

(Continued from page 6)

the 1982 third quarter vs. 25.1% in the comparable period last year.

Management said the company's aggressive promotional posture adversely affected gross margins last year. In 1982, K mart's strategy shifted to a less promotional stance.

Herbert S. Christner, assistant treasurer for financial public relations, said: "We decided to sell less promotional merchandise this year, to try to earn more on what we sold. We plan to continue this strategy."

Other factors in K mart's increase were a LIFO adjustment of approximately $10 million and a 60.7% reduction of interest expense.

Christner explained the decline in interest expense was the result of less borrowing and declining interest rates.

Gaylords Names Rokoff, Michlin

SECAUCUS, N.J.—Gaylords National has made two new merchandising appointments.

Bill Rokoff was named merchandise manager for girls', infants' and toddlers' apparel and lingerie. Prior to joining the company Rokoff was with Jamesway.

Frank Michlin was appointed buyer of lingerie, handbags, hosiery and accessories. Before joining Gaylords, Michlin was with K mart and Ames Stores.

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HOUSEWARES:

Special Show Section—Pp. 29-105

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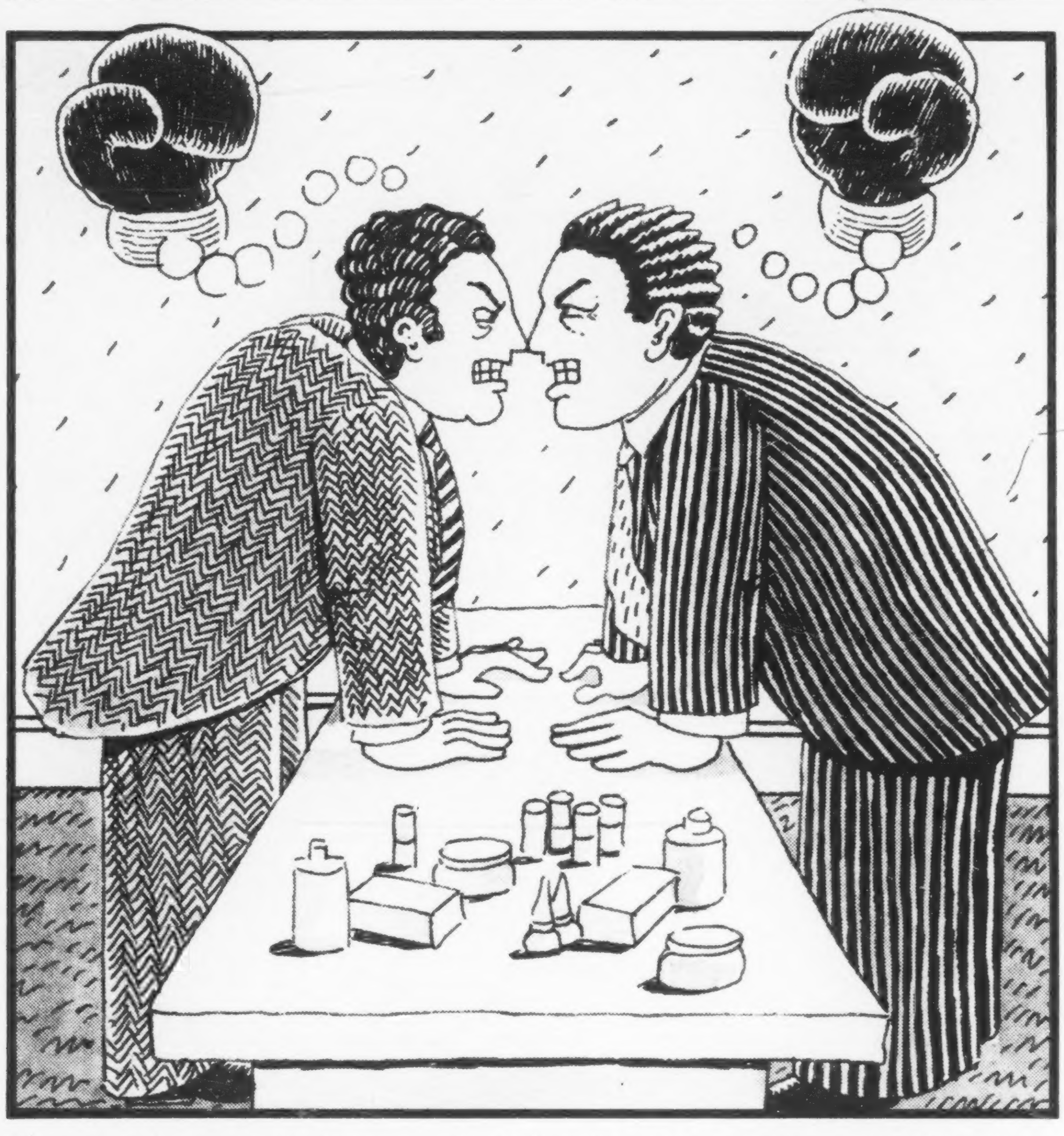

More and more chains are deciding they can improve bottom-line results by helping (training) their buyers to improve their communications skills.

More Buyers Trained In Negotiation Skills

By KAREN PAXTON

The door is closed to distractions outside.

Inside the room, the mood is relaxed but intense. A buyer and a vendor sit face to face across a table. The buyer wants the merchandise delivered in time for a chainwide promotion.

"Impossible," the vendor answers. "I could never make it on that large an order."

Suddenly the frame freezes. The video tape stops. A negotiation-skills trainer turns to the audience: "What would you say next?"

This scene will be repeated several times this year among buyers for discount chains including Zayre, Gold Circle, Hills and Richway, as chains hunt for ways to improve their operating efficiency.

(Continued on page 9)

New Discounter Lineup Rises in D.C., Baltimore

WASHINGTON—A major discounter shuffle is under way in the Washington and Baltimore markets.

Bradlees is the latest discounter to ante up in the two markets; it has acquired 13 Memcos from West Coast-based Lucky Stores.

The discounter's acquisition came on the heels of Caldor's announced plans to enter Baltimore later this year. Caldor's parent, Associated Dry Goods, has shut its five-unit Stewart arm in Baltimore and turned the stores over to the discounter.

A real estate battle between discounters could be triggered this year with the bidding for the dozen Woolcos shut in the two markets: 11 in the Washington area and one in Severna Point, south of Baltimore.

Bradlees is expected to go after some of the closed Woolcos to firm up its entry into the two markets that will occur late this summer with the unveiling of the Memcos under the Bradlees banner.

Caldor is seen as eying the six Woolcos on the Maryland side of Washington as a natural expansion south from Baltimore. When Bradlees opens in the Washington area, it will be the only upscale discounter in that market—a tempting invitation for Caldor to also enter the fray (the two chains have long competed in New England and, last year, in New Jersey).

K mart, meanwhile, which has 15 stores in the Washington area and 11 in the Baltimore market, is seen as interested in strengthening its base to compete better with newcomers Bradlees and Caldor plus the discounters that already have stores in the two markets—Zayre with 10 in the Washington area, Murphy's Mart with six in Baltimore and Cook's with four in Baltimore.

Bradlees' acquisition of the Memcos is the key deal in the market reshuffling. The move denotes the aggressive expansion program being pushed by Bradlees which last year opened 15 stores, including seven in New Jersey on a single day to bring its store count to 106 at year's end.

Lucky's sale of the Memcos ended months of speculation about the future of its ailing

(Continued on page 10)

Hear Caldor Deals For 5 L.I. Woolcos

NEW YORK—Caldor was reportedly negotiating with the landlords of at least five Woolcos on Long Island at presstime.

The stores that Caldor is eying as its entry into the relatively open Long Island market are in Bridgehampton, East Patchogue, Lake Ronkonkoma, Riverhead and Rocky Point.

Cataloger Best Products is also reportedly considering jumping into the market fray by taking over the Woolcos in East Meadow, Jerrico and Lindenhurst.

(Continued on page 114)

Best Is Restructured As Diversified Firm

By ARTHUR MARKOWITZ

RICHMOND—Best Products is being recast as a new, more diversified retailer.

The company is now in the midst of a major restructuring, including the elimination of the top positions at its recently acquired Modern Merchandising subsidiary.

The revamping, Best president Andrew Lewis said, will "clearly separate corporate activities from the company's two operating divisions: catalog showrooms and specialty retailing."

In the process, Best has:

- Consolidated Modern Merchandising into Best; only Modern Merchandising's field and local buying operations remain autonomous.
- Promoted and/or reassigned a number of top Best and Modern Merchandising executives.
- Separated the Creative Merchandising coordinating operation from its parent Modern in what trade observers see as the first step leading to Best's proclaimed goal of divesting itself of the coordinator.

Richard B. Kelly, general counsel of NACSM, discusses price-fixing. P. 12.

Lewis said that Best had fully intended to run Best and Modern as two separate divisions, but that "experience showed it didn't make sense to do so in terms of people, money and duplication of efforts."

There wasn't any one factor that triggered the decision, Lewis said. "We talked to many people and examined different possibilities and just reached a decision."

The move is a marriage of Best's highly centralized operation with Modern's regionalized

(Continued on page 13)

Anticipate Hard Sell, However

Housewares Buyers Bullish

By MARILYN NEERMAN

Industry leaders were arriving at the 78th International Housewares Exposition, the last the NHMA would hold in the January time period, in a fairly optimistic mood over sales prospects for 1983.

The majority agreed the first quarter could be the toughest.

In those categories which performed well—such as glassware, furniture, pantryware, storage, bakeware, microwave cookware—discounters will be increasing assortments and, consequently, be more open-minded to shopping around for new resources.

Some chains, like Bradlees and Wal-Mart, were also enthusiastic about sales results in traffic appliances. All chains will face a kitchen electrics market with major reductions in the number of products being offered with rebate programs.

(Continued on page 29)

REPUBLIC
Kirsch
DUCTS
KELLOGG BRUSH MANUFACTURING CO
EKCO

Buyers planned to do more merchandise programming than in years past, as they arrived at the International Housewares Exposition, the last NHMA show to be held in January.

Digest

Jan. 24, 1983

HOUSEWARES

- **Buyers arrived at the** Housewares Show in a bullish frame of mind, but with shirtsleeves figuratively rolled up as they eyed a hard sell. (p. 1; special section, pp. 29-105)

HARDWARE

- **Much of the discount industry** planned to pass up the first winter hardware show. (p. 3; other news on pp. 17-25)

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HARDWARE

Vertical Blinds on Way Up

"In the main, ours continues to be a basics business, but in 1983 we will be moving deeper into fashion-oriented hardware items," reported Marvin Deneroff, head of Hardware Distributors, Secaucus, N.J.

PMA PRODUCT MOVEMENT AUDIT

High on the list of the fashion-oriented hardware items new to the wholesaler are new drapery hardware and vertical blind programs, both from Newell.

While the items don't appear as yet on the Product Movement Audit—the figures on this page cover a 30-day period in early winter—Deneroff expects a strong showing in the first half.

"You won't see the blinds appearing on the audit as a lot of unit sales," he explained, but he expects chain interest to grow in 1983, even though the blinds carry price points that range between $100 and $150.

Interest Is Building

Chain willingness to move into the category is, in part, explained by the margin structure: 50% every day, 33% on ad. But beyond that, the timing is right.

"Manufacturers are starting to package the category like a shop-and-carry item," he said, which is helping the chains sell to the consumer.

"First the chains went from stocking cut-shade programs to do-it-yourself, strip-the-width assortments. They sold the customer on do-it-yourself window treatments. The trade-up to vertical blinds won't be that difficult."

Other new lines the wholesaler expects to do well in 1983 are cable TV accessories and overhead lighting fixtures.

"We've always carried antennas," Deneroff noted. "Now we are stocking hook-up wires and auxiliary boxes. We're making the move now because cable will be everything in a few years."

Otherwise, Hardware Distributors' volume will continue to come from basic hardware programs, as the Product Movement Audit reflects.

Power tools remain a basics business, with the next real surge expected at Father's Day. Power tool accessories may see some action during the first half as Black & Decker continues its ambitious push for a greater market share.

Wholesaler Sales Gain

PHILADELPHIA—Hardware sales to retailers were ahead of year-before totals in late-1982 figures recently released by the National Wholesale Hardware Association.

Three of seven geographic regions nationally also reported significant increases from month-before totals, as NWHA's measurement of October sales showed them 0.7% greater than in 1981.

The slight increase buoyed hopes of many wholesalers, as September's totals had fallen 2.4% behind the year before.

POWER TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B&D 7127 3/8" VSR Drill	406	33.99	13,799.94
2	B&D 9330 Dustbuster	174	41.99	7,306.26
3	B&D 7504 Jig Saw	187	21.99	4,112.13
4	B&D 7004 1/4" Sander	138	19.99	2,758.62
5	B&D 7436 Fin. Sander	41	52.99	2,172.59
6	Shelton C835 8-gal Net/Dry Jet	23	89.99	2,069.77
7	B&D D7224 1/2" Drill D-Hndl	29	69.99	2,029.71
8	B&D 7404 Finishing Sander	48	33.99	1,631.52
9	B&D 7104 3/8" Drill	60	25.99	1,559.40
10	Shelton HP 535 5-gal Jet Vac	19	79.99	1,519.81
11	B&D D9360 Spotliter	30	33.99	1,019.70
12	B&D 7530 2 speed jigsaw	20	33.99	679.80
13	B&D 7580 VS Jig Saw 1/3 HP	12	43.99	527.88
14	Desa 476 Remington Power Hammer	16	32.99	527.84
15	B&D 7308 7 1/4" Circ Saw	10	45.99	459.90

HAND TOOLS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Council 6-lb maul	518	17.99	9,318.82
2	Ames 3.5-lb single bit axe	436	17.99	7,843.64
3	Medina propane tank	2,306	3.19	7,356.14
4	Council 6-lb sledge hammer	326	15.99	5,212.74
5	Stanley 16-oz claw hammer	588	7.29	4,286.52
6	Stanley 8-ft powerlock tape	597	6.99	4,173.03
7	Arrow T50 Staple gun tacker	184	21.99	4,046.16
8	Fuller 6-pc Comb Wrench Set	378	9.99	3,776.22
9	Sequatchie 36" Sledge Hammer Hndl	612	4.99	3,053.88
10	USM Pop-Rivetool Kit	268	10.99	2,945.32
11	Stanley Mitey-Knfe Key Ch	1,284	2.19	2,811.96
12	Stanley H/duty Utl Blades	1,540	1.79	2,756.60
13	Fuller 10" Adj Angle Wrench #1	274	9.99	2,737.26
14	Fuller #16, Campers Axe w/sheath	300	8.99	2,697.00
15	Atlas 6-lb Maul w/fibrgls	108	21.99	2,374.92

POWER TOOL ACCESSORIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Roc edge 7 1/4" circ saw bl	1,800	3.19	5,742.00
2	Royal 13-pc prom drill bit	1,279	3.49	4,463.71
3	B&D 75600 6-pc jig bl asst	879	4.39	3,858.81
4	B&D 73107 7 1/4" dlx comb bla	283	5.99	1,695.17
5	Great Neck 7-pc hole saw set	200	6.99	1,398.00
6	Credo 7 1/4" carb circ	102	13.39	1,365.78
7	Howard 1008 twist drill 1/8"	684	1.89	1,292.76
8	East safe paint/dust mask	440	2.59	1,139.60
9	Howard 1130 twist drill set, 13 pc	71	13.99	993.29
10	B&D 73047 7 1/4" plywood blade	228	4.29	978.12
11	B&D 73007 7 1/4" comb blade	220	4.19	921.80
12	B&D 73147 7 1/4" dlx plywood	91	9.99	909.09
13	3M 9152 5" prod disc course	460	1.89	869.40
14	B&D 73237 7" mason/tile blade	232	3.69	856.08
15	Howard 5504 7 1/4" comb saw blade	220	3.69	811.80

HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Ferum 8x10" shelf bracket	9,144	0.69	6,309.36
2	Amer Built 2" x 10 yd duct cloth	3,744	1.39	5,204.16
3	Newell 25-37 shade econ	732	5.49	4,018.68
4	Ferum 10 x 12" shelf bracket	3,888	0.99	3,849.12
5	Amalgamated 225', 3-ply jute	2,916	1.29	3,761.64
6	Newell 25-37 shade econ	794	4.29	3,406.26
7	Handi-Man fastener shop chest	224	12.99	2,909.76
8	Newell 26-46 stnd curt rod	2,280	1.19	2,713.20
9	Newell 27-48 curt rod, sgl	1,560	1.39	2,168.40
10	Newell 48-84 curt rod, sgl	2,604	0.79	2,057.16
11	Newell 21-40 sash rod, rd	995	1.89	1,880.55
12	Newell 3 x 1" slip-in hook	1,000	1.79	1,790.00
13	Manco 1.5 x 42' plas carp	588	2.99	1,758.12
14	Kidde Fire Away 1A10BC	90	19.49	1,754.10
15	Newell 46-84 curt rod, dbl	350	4.99	1,746.50

Source: Figures, covering a recent 30-day period, were supplied by Hardware Distributors, Secaucus, N.J. The firm services 300 stores in nine states, 75% of which are discounters and home improvement centers.

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HOUSEWARES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	DINNERWARE			
1	3216-32 Dimension-IV 16-pc set cinnamon	1,750	44.99	78,732.50
2	3216-34 Dimension-IV 16-pc set slate	1,311	44.99	58,981.89
3	3216-33 Dimension-IV 16-pc set almond	834	44.99	37,521.66
4	3216-31 Dimension-IV 16-pc set citrus	772	44.99	34,732.28
5	2020-12 Expressions 20-pc set Indian Summer	495	67.04	33,184.80
6	7200181 Durand-Rosaline 16-pc hostess set	1,418	22.50	31,905.00
7	2020-7 Expressions 20-pc set Wildflower	456	67.04	30,570.24
8	418 Corelle medium bowl white	2,456	11.69	28,710.64
9	20-20-13 Expressions 20-pc set Meadow	419	67.04	28,089.76
10	16-N Corelle 16-pc set white	771	34.19	26,360.49
11	110 Corelle large plate white	2,170	12.14	26,343.80
12	16-4 Corelle 16-pc set gold	586	34.19	20,035.34
13	108 Corelle medium plate white	1,770	10.79	19,098.30
14	110-4 Corelle large plate gold	1,434	12.14	17,408.76
15	110-1 Corelle large plate green	1,344	12.14	16,316.16
	GLASSWARE			
1	190/489 Anchor Hocking 1-gal. sun tea jar	20,568	4.14	85,151.52
2	515 Libbey Citation 6½-oz tall wine	6,546	6.93	45,363.78
3	3040243 Durand 12-pc Grande Noblesse set	1,823	19.80	36,095.40
4	8007148 Durand 24-pc Lancer beverage set	1,441	21.60	31,125.60
5	6200661 Durand Rosaline 6-oz wine pack	3,081	9.90	30,501.90
6	6200653 Durand Rosaline 8½-oz goblet 4-pk	2,896	9.90	28,670.40
7	519 Libbey Citation stem goblet	4,000	6.93	27,720.00
8	771 Libbey 7-oz margarita glass	11,473	2.07	23,749.11
9	516 Libbey Citation 6½-oz round wine	3,248	6.93	22,508.64
10	3033099 Durand s/nbl 12-oz Savoie wine	1,546	13.05	20,175.30
11	682 Libbey Citation white wine 11-oz	2,772	6.93	19,209.96
12	800 Libbey 9-oz Tulip champagne	7,770	2.43	18,881.10
13	3033057 Durand s/nbl 12¾-oz ballon wine	1,423	13.05	18,570.15
14	905 Libbey Chivalry cooler 4-pk	3,312	5.40	17,884.80
15	151 Anchor Hocking stor jar w/wood lid 1-liter	4,385	4.05	17,759.25

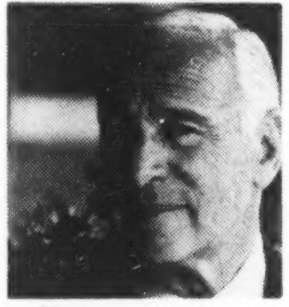
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	COOKWARE			
1	0707 General Housewares Canner w/Rack 21 qt	11,131	17.99	200,246.69
2	M1697-43 Mirro Set SilvrStn/Almd Ex	2,604	62.95	163.921.80
3	50324C Nordic Bundt + Plsbury Cake	11,759	9.89	116,296.51
4	2701 Revere SS/CB Kettle Whist 2.3 qt	4,672	18.90	88,300.80
5	M076-43 Mirro 2 pc Sklt Set-SlvrSt/Almd	3,052	26.95	82,251.40
6	3501 Revere SS/CB Kettle Whist 3.5 qt	3,138	25.20	79,077.60
7	W0786-3 Mirro Wrtmore Slv 10" Saute Pan	6,216	9.89	61,476.24
8	1121 Revere SS/CB Ktl Whistl 6 Cup	3,275	17.10	56,002.50
9	37056 T-Fal 10" Fry Pan Rouge	5,364	9.88	52,996.32
10	51199 Nordic 12C Formed Bundt Asst	6,378	7.82	49,875.96
11	64100 Ekco Baker's Scrt md ckie sht 15x10	14,119	3.50	49,416.50
12	26030 Wear-Ever Pref SlvrStn 10" Chf fry pan	4,542	10.79	49,008.18
13	0509 Gen Housewares Granite oval rstr 15 lb.	3,467	13.50	46,804.50
14	64330 Ekco Baker's Scrt obl utility pan 13x9	12,657	3.50	44,299.50
15	99071 Ekco Baker's Secret 4-items w/display	14,018	3.14	44,016.52
	CORNING			
1	F-260-S French white set (f-2&f-6)	2,592	26.99	69,958.08
2	F-370-S French white 10-pc hostess set	852	74.69	63,635.88
3	F-330-S French white 3-pc set	1,549	40.49	62,719.01
4	F-21 Roaster French white	2,105	24.74	52,077.70
5	A-300-8 Starter Set Spice	846	50.39	42,629.94
6	F-2 2½-qt oval casserole/lid white	2,172	19.34	42,006.48
7	A-300-7 Kitchen Starter Set Wild Flower	727	50.39	36,633.53
8	F-3 10" Pie/quiche white	3,007	11.69	35,151.83
9	A-500-8N Chef Master set Spice	407	85.49	34,794.43
10	F-1 2½-qt Round casserole/lid white	1,661	19.34	32,123.74
11	A300-8S Starter Set spice	537	50.39	27,059.43
12	F-8 Pie plate/quiche French white	3,003	8.99	26,996.97
13	P-104-8 6-cup Teapot Spice	1,189	20.24	24,065.36
14	P-1420 Counter saver large white	884	25.19	22,267.96
15	A-10-8 10½" Skillet Spice	986	22.49	22,175.14

(Continued on page 40)

PMA®
PRODUCT MOVEMENT AUDIT

Coast Rx: Cut Stocks, Up Promos

By JERRY FALK
Executive Vice President,
Bacar, Distributors



The economic climate is going to force discounters to stay on their toes during the first half of 1983. While this selling period ought to be considerably better than the first half of last year, there doesn't appear to be the much-heralded economic rebound in the wings.

Instead, the West Coast housewares business is seen as continuing the tough-to-get, but achievable, pattern established in the second half of 1982.

The formula most discounters relied on to achieve planned sales was to reduce inventory levels—leaning on distributors and manufacturers who could keep the fill-ins coming quickly—and increase their promotional levels.

Bacar, like other distributors, took its cues from customers. For instance, we increased the promotions offered during 1982, emphasizing items to retail between $5 and $10. This tack paid off at the distributor and retail levels, and the same strategy will prevail during the first half of 1983.

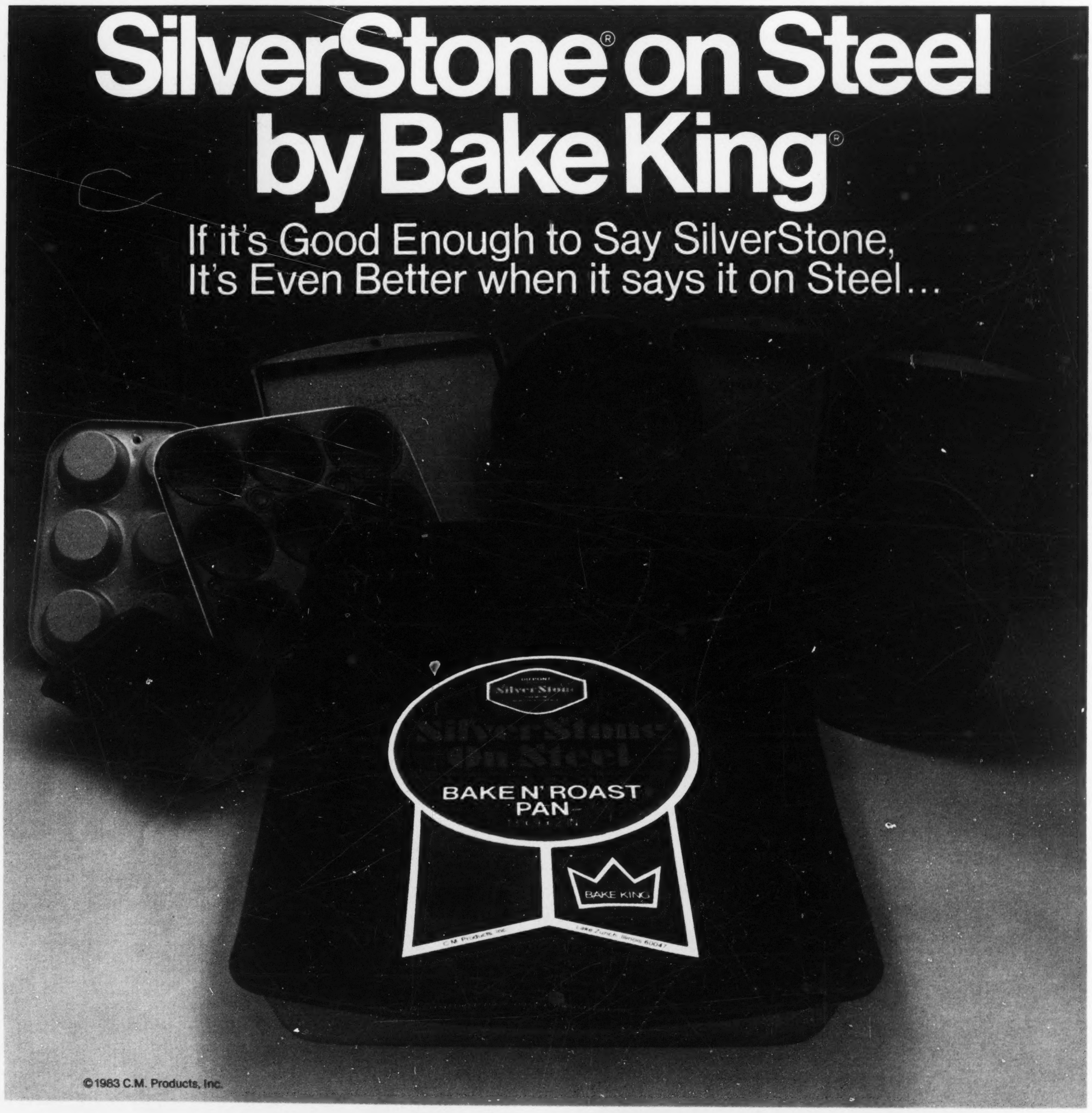
The Other View

While uncertainty in the economy will remain a strong influence on housewares inventory and promotional levels, there are positive signs creating a healthier housewares climate.

The drop in interest rates, beginning during the summer, immediately picked up northern California real estate sales. That, in turn, brought an almost immediate benefit to the area's housewares activity. If interest rates stay at manageable levels for potential home buyers, discounters could reap significant housewares sales increases with the right combination of promotions and trade-up merchandise.

The search for the right combination was set to have its impact on discounters' approach to the January housewares show in Chicago. The scenario (at presstime) looked like this: Larger store contingents will probably hit McCormick Place and then fan out for serious discussions with their vendors. These negotiations won't just be about wrapping up plans for the first half. Most discounters are ready to start talking about the third quarter, particularly to be sure manufacturers are thinking in terms of offering strong promotional items for that selling period, in sufficient time for them to be incorporated into advertising plans.

(Continued on page 40)



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HOUSEWARES

(Continued from page 38)

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2221-FN Party Server 1	2,916	26.99	78,702.84
2	233 3-qt Oblong bake dish	10,753	6.74	72,475.22
3	234 4-qt Oblong bake dish	7,572	8.81	66,709.32
4	115-S Hurricandle	7,768	8.09	62,843.12
5	2112-S 8½" Hurricandle pair	3,203	16.19	51,856.57
6	233-N-S 3-qt Baking dish	9,586	5.39	51,668.54
7	3515-S 1½-liter Juice jug	11,217	4.22	47,335.74
8	704-S 4-qt Oval bake dish	4,216	10.79	45,490.64
9	516 16-oz Liquid measure	14,720	2.96	43,571.20
10	233-F Fireside 3-qt utility dish	5,412	7.19	38,912.28
11	508 8-oz Liquid measure	16,331	2.33	38,051.23

MICROWAVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	62304 Nordic Micro-Go-Round	4,130	50.39	208,110.70
2	PM40012 Anchor Hocking set	2,014	32.62	65,696.68
3	P150-BPS Corning Grab-It	10,722	6.07	65,082.54
4	63204 Nordic bacon/meat rack	7,946	8.09	64,283.14
5	MW-2 Corning browning grill	1,972	29.24	57,661.28
6	MW-A-10 Corning 10" covered browning skillet	1,428	28.34	40,469.52
7	PM469T1 Anchor Hocking bacon rack	5,939	6.52	38,722.28
8	61604 Nordic large grill sheet	3,126	11.69	36,542.94
9	486 Microette plate covered clear	5,214	6.02	31,388.28
10	MW-11-S Corning Little Sizzler	1,442	18.45	26,604.90

(Continued on page 43)

Copper items, particularly teakettles, got the nod for expansion with trade-up efforts by discount chains. Hard lines specialist Lechmere featured Revere Ware models in Dedham, Mass. *(DSN photo)*

PRODUCT MOVEMENT AUDIT

Coast Rx

(Continued from page 38)

Between working on current and long-range plans, this January's show won't be as much of a social showing as in seasons past, but one in which retailers and manufacturers put their heads together for serious planning.

This Product Movement Audit covered the first 11 months of 1982. In the dinnerware category, dominated by Corning merchandise, Dimensions IV dinnerware remained the strongest seller in the northern California market.

In this group, the No. 1 seller was the color cinnamon; right behind it was the color slate, a late 1981 color introduction that was immediately well-received by retailers and customers.

More Winners

Both the higher-priced Dimensions IV and Expressions dinnerware continued to outsell the lower-priced 16-pc. Corelle sets on the West Coast.

One major change in this audit was the appearance of five Corelle open-stock pieces among the top 15 sellers.

Discounters are finding bigger slices of their dinnerware sales coming from open-stock sku's now that Corning is making them more readily available. The merchandise is also racking up higher margins than the 16-pc. set business, since the open stock is less price-competitive than the frequently advertised—by discounters and catalogers—set business.

Most catalogers don't carry the open-stock items. Most dis-

(Continued on page 43)

FTC Abandons Many Probes Of Price-Fixing

WASHINGTON—Federal Trade Commission antitrust enforcers have terminated a series of investigations into suspected anticompetitive pricing practices by key discount store industry suppliers.

The most recent action terminates an FTC resale price maintenance (RPM) probe of Elizabeth Arden. In closing that resale price fixing investigation, Commission officials indicated that their probe also focused on alleged discriminatory promotional allowances by the cosmetics firm.

A separate RPM investigation involving at least two other manufacturers—Long Island City-based Ventura Travelware and Fieldcrest Mills of Eden, N.C.—was also terminated with no action by the agency's Bureau of Competition.

In addition, FTC's Los Angeles regional office terminated yet another pricing investigation, this one involving "alleged discrimination in promotional

(Continued on page 43)

You'll feel the difference when you feature Amity.

Amity is the proven leader in personal leather accessories.

A survey was conducted among the leading discount and drug chains plus catalog showrooms* – the results placed Amity on the top in leadership and quality. It indicated that Amity was the most widely carried brand of men's and women's billfolds by an overwhelming majority. And, of all the brands carried, Amity rated the highest in quality merchandise.

Amity also rated at the top in terms of advertising support – including half-page four color ads in leading national magazines – packaging and merchandising. All this makes Amity number one in terms of supporting you, with the kinds of materials and products necessary to generate traffic and increase your profits.

When you feature Amity in your store, you team with a leader. And that makes you a leader too.

New acrylic displays highlight your Amity products.

Part of being a leader is staying ahead in the marketplace. This year Amity is offering "transparent merchandising" in the form of new, see-through displays that make it easy for your customers to see all Amity has to offer. These displays are modern and reflect the look of the 80's. They are available in three sizes to fit your stores' needs and can be arranged in several configurations. All to maximize your customer's attention and stimulate profits.

When you carry Amity, you carry the nationally advertised leader. And that's a difference you can feel.

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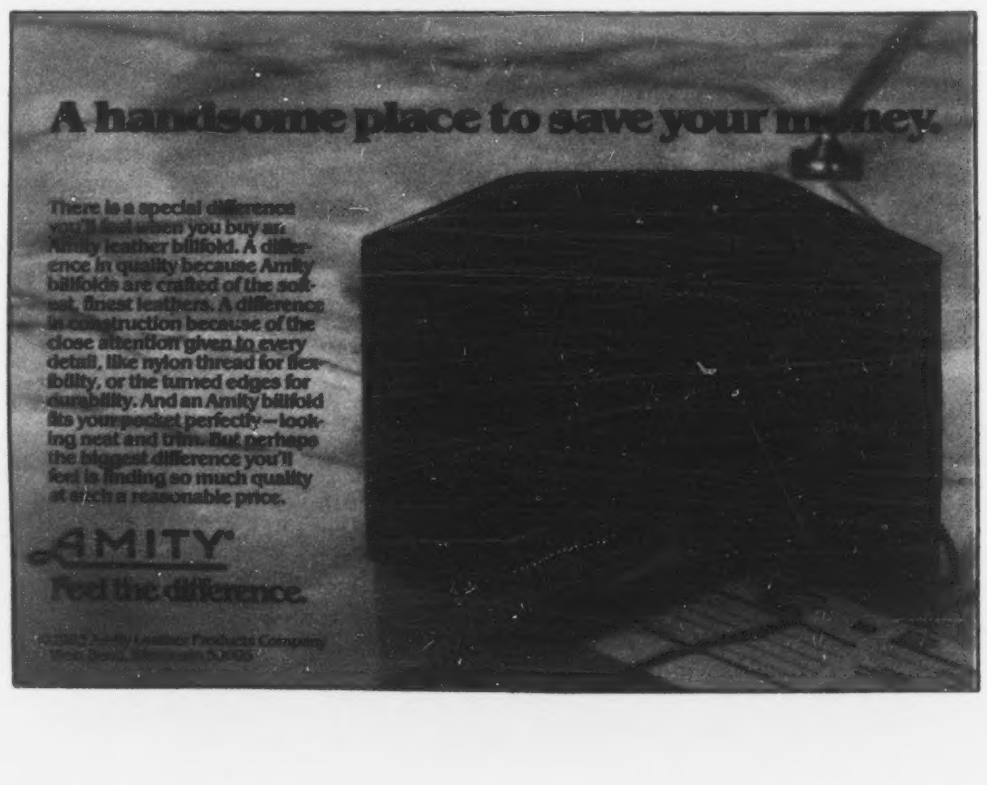
*Study conducted by independent research organization, The Research Group, Inc., August, 1982.



A handsome place to save your money.

There is a special difference you'll feel when you buy an Amity leather billfold. A difference in quality because Amity billfolds are crafted of the softest, finest leathers. A difference in construction because of the close attention given to every detail, like nylon thread for flexibility, or the turned edges for durability. And an Amity billfold fits your pocket perfectly—looking neat and trim. But perhaps the biggest difference you'll feel is finding so much quality at such a reasonable price.

AMITY®

Feel the difference.

HOUSEWARES

PMA

PRODUCT MOVEMENT AUDIT

Coast Rx

(Continued from page 40)

counters carry but don't advertise the open stock; they find that just putting it on the shelf, having it available, is enough to build significant sales.

Another important item, one that's variously included in either the dinnerware or glassware category, is J. G. Durand's Rosaline 16-pc. hostess set. The pink Rosaline pattern continues to be a strong seller in a variety of items.

In dinnerware the hostess set ranked No. 6 among the top 15, moving up from No. 15 in an earlier audit covering the first quarter of 1982.

In glassware, Rosaline items in stemware ranked Nos. 5 and 6.

With the completion of its domestic manufacturing facility, Durand has become a growing factor in the glassware category, offering excellent quality, usually at lower than typical domestically made glassware price points. Durand has shown strength in a glassware look that's still picking up steam among discounters: clear glassware with a cut-glass look.

Strengths Examined

Notable in the current glassware audit is the clout of stemware, with a variety of items from Libbey and Durand taking 11 of the top 15 spots.

The No. 1 seller in the category was Anchor Hocking's 1-gallon sun tea jar.

A new glassware source has been added to the Bacar lineup for 1983. That's Wheaton, with its program of new packaging for beverageware. The strength of the new packaging is that regardless of the size of the glass, each package is the same width. This means discounters presenting glassware on a gondola

(Continued on page 45)

FTC Abandons

(Continued from page 40)

allowances in connection with the sale of soft drinks" by competing Phoenix-based bottlers of Coca-Cola, Pepsi-Cola, and Seven-Up.

Earlier this year FTC enforcers told Congress that more than 100 RPM and pricing discrimination investigations had been terminated without action since the Reagan Administration took office.

In each case, the manufacturer affected received a letter from the agency emphasizing that while "it now appears that no further action is warranted by the Commission at this time," FTC "reserves the right to take such further action as the public interest may require."

In addition, those letters stress that FTC's decision to terminate the investigation "shouldn't be construed as a determination that a violation may not have occurred, just as the pendency of an investigation" isn't an indication of any wrongdoing by the firm.

(Continued from page 40)

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	364 Loma 32-gal garbage can green	4,344	11.69	50,781.36
2	156 Freezette uprite set 1-qt	10,704	2.96	31,683.84
3	154 Freezette uprite set 1-pt	10,580	2.96	31,316.80
4	155 Freezette uprite set 1.5-qt	9,526	2.96	28,196.96
5	60061 Cadence Stemrak clear acrylic	4,715	5.84	27,535.60
6	5187 Freezette pitcher bonus	6,728	3.94	26,508.32
7	153 Freezette uprite set ¾-pt	6,408	2.96	18,967.68
8	109 Arrow 16-oz Rainbow tumbler	27,781	0.62	17,224.22
9	1048 Spray bottle-pint 16-oz	11,604	1.43	16,593.72
10	2757 Superseal 2-qt decanter clear	9,150	1.79	16,378.50
11	152 Freezette uprite set ½-gal	5,512	2.96	16,315.52
12	139 Freezette large flat 9.5-qt	2,400	6.29	15,096.00
13	338 Freezette snap-lock flat 7¼-qt	3,120	4.49	14,008.80
14	333 Freezette snap-lock container 1¼-qt	8,624	1.61	13,884.64
15	335 Freezette snap-lock flat 2½-qt	7,617	1.79	13,634.43

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894-C Rough Neck round can 32-gal, chocolate	4,263	25.64	109,303.32
2	2894-A Rough Neck round can 32-gal, avocado	3,419	25.64	87,663.16
3	2965-C Rectangular laundry basket, chocolate	10,538	5.75	60,593.50
4	2936-AL Single turntable, almond	19,577	2.51	49,138.27
5	2869-B Ice tray blue-shrink pack	48,564	0.98	47,592.72
6	2311-AL Side-out drawer 16", almond	4,230	11.06	46,783.80
7	2309-AL Slide-out drawer 12", almond	4,257	10.16	43,251.12
8	2937-AL Twin turntable, almond	9,894	4.31	42,643.14
9	2965-C Rectangular laundry basket, almond	7,166	5.75	41,204.50
10	2858-C Step-on w/basket, chocolate	3,164	12.95	40,973.80
11	6032-AL Deluxe dish drainer wire, almond	6,215	6.29	39,092.35
12	1181-AL Drain tray 15x20, almond	9,055	4.31	39,027.05
13	2845-C Small rectangular wastebasket, chocolate	7,949	4.76	37.837.24
14	2979-C Rough Neck rectangular can 30-gal	1,454	25.64	37,280.56
15	2302-AL Stor turntable 19x21, almond	4,932	7.37	36,348.84

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	789 Steamer basket stainless 3-qt	18,301	4.27	78,145.27
2	29035 Rhodes timer short ring almond	9,089	8.05	73,166.45
3	407-C21# Swing-A-Way hand can opnr choc	9,768	4.67	45,616.56
4	280 Foley jar lifter coated	10,238	4.13	42,282.94
5	407-H21# Swing-A-Way can opener harvest	8,685	4.67	40,558.95
6	107-21 Swing-A-Way junior hand can opener	15,209	2.42	36,805.78
7	143 Foley nylon baster	24,206	1.52	36,793.12
8	CB-33 P/I copper 3-tier hang basket	3,981	8.10	32,246.10
9	3100 American Family diet scale	5,319	5.75	30,584.25
10	99100 Ekco kitchen tool & gdgt assrtd 600-pc	33	894.02	29,502.66
11	722 Chaney fry-jelly-candy therm	14,259	1.97	28,090.23
12	3119 Bromwell grater s s larg square	6,659	3.95	26,303.05
13	101 Foley food mill 2-qt	2,206	11.68	25,766.08
14	710 Grayline jumbo shelf 16x5x8	6,449	3.95	25,473.55
15	3000 American Family household scale white	1,874	13.45	25,205.30

CLOSET & STORAGE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4000 McMillin 1-pc wire shoe rack	7,704	3.14	24,190.56
2	BT-100 A & E plastic tubular hanger, brown	46,552	0.22	10,241.44
3	BT-100 A & E plastic tubular hanger, beige	45,874	0.22	10,092.28
4	BT-100 A & E plastic tubular hanger, white	38,612	0.22	8,494.64
5	BT-100 A & E plastic tubular hanger, yellow	37,146	0.22	8,172.12
6	195/7 Wil-Hold large storage box	1,002	6.74	6,753.48
7	V8000-10 A & E set 10 d/dry hanger wire/vinyl	4,125	1.43	5,898.75
8	195/6 Wil-Hold small storage box	1,026	5.57	5,714.82
9	619 Wall skirt hanger set 3 metal	2,506	2.06	5,162.36
10	W6131-C A & E set 2 skirt hanger wood	2,670	1.79	4,779.30
11	W6132-C A & E set 2 slack hanger wood	2,651	1.79	4,745.29
12	W600-6 A & E set 4 dress hanger wood	2,277	1.79	3,986.33
13	N5041-C3 A & E set 3 suit hanger w/clip clear	1,751	2.06	3,607.06
14	622 Wal Over-door hanger	1,776	1.70	3,019.20
15	195/5 Wil-Hold shoe box/vanilla lid	1,320	2.06	2,719.20

(Continued on page 45)

MICRO AIDES
The Roaster
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The Perfect Popper
Easy
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Fast
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Now, the thirteen most indispensable microwave accessories are found in *one* complete line.

End the confusion. Use Microaides.™

Good news: the thirteen most popular microwave accessories, those most used and most sought after, are available in *one* line, Microaides. You don't have to stock thirteen different lines to get the thirteen pieces your customers are looking for; you can do it all with Microaides. And you can stock quality: Microaides, molded out of spaceage Microsite,™ cook faster than ceramic or glass, clean up faster than any other product and carry our Five Year Guarantee against chips, cracks or breaks.

And every Microaides accessory from roasting pans to our popular new popcorn popper offers visual packaging so the customer can see and touch the cookware itself. So that you can benefit fully from planned shopping *and* impulse purchases.

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HOUSEWARES

PMA®

PRODUCT MOVEMENT AUDIT

Coast Rx

(Continued from page 43)

run will be able to present the merchandise in a neat, same-size, vertical ribbon effect.

The tough economy has had a predictable effect on the cookware category by keeping the General Housewares canner in the top slot throughout the year.

Another very successful item in the category—in fact, a complete sellout—was the Nordic bundt pan, promoted with a Pillsbury cake mix. With the strong past history of the promotion, Bacar plans to offer this promotional combination again, at its own show in March, in time for Mother's Day

In the bakeware segment, it's still too soon to determine where the dust will settle following the introduction of the SilverStone finish on aluminum bakeware. Since the merchandise didn't hit the shelves until November, most distributors and discounters are still adding resources and price points, to determine the areas of greatest volume potential.

Important Role

The SilverStone bakeware entries have been selling, but the well-established Ekco's Bakers Secret line has remained strong. Another candidate for the SilverStone bakeware lineup is the nonstick finish over steel from Chicago Metallic, which Bacar is considering adding for 1983.

On the West Coast, the microwave cookware category has been strong, and it's still growing.

So far, nothing has come along to bump the Nordic Micro-Go-Round out of the No. 1 ranking. Corning's "little dishes," like the Grab-It and the Sidekick, continue to bring in big unit volume. Anchor's sets and individual pieces remain a big customer draw, especially when price-promoted.

Rubbermaid has thrown its hat into the ring for a share of the growing microwave cookware market, its first venture into any cookware segment. Bacar is adding the line—an all-white assortment in plastic—to its 1983 inventory. Given Rubbermaid's strong consumer franchise in northern California, the manufacturer may quickly become an important factor in microwave cookware.

When Best, the Richmond-based cataloger, moved into domestics, it took bath merchandise out of the housewares area and set up shop adjacent to the domestics department, as in the Plantation, Fla., store. *(DSN photo)*

(Continued from page 43)

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1107 Grayline king size shower caddy	16,548	5.12	84,725.76
2	1101 Grayline small shower caddy	6,372	3.14	20,008.08
3	C-441 Selfix shampoo spray	9,009	2.06	18,558.54
4	3306PM Borg scale wicker natural	642	18.89	12,127.38
5	443 Selfix portable wall/hand shower	1,235	9.62	11,880.70
6	3300PM Borg scale square, almond	681	16.19	11,025.39
7	3300PM Borg scale square, brown	642	16.19	10,393.98
8	2525LM Borg scale oval, almond	410	25.19	10,327.90
9	3306PM Borg scale wicker, brown	491	18.89	9,274.99
10	7210LM Borg scale rectangular, brown	400	21.59	8,636.00
11	2525LM Borg scale oval, brown	337	25.19	8,489.03
12	7210LM Borg scale rectangular, white	371	21.59	8,009.89
13	3300PM Borg scale square, gold	480	16.19	7,771.20

CLEANING/CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	P203-TUB Willert bulk t/bowl deodorizer assrtd	54,072	0.62	33,524.64
2	900 National corn broom economy	7,229	4.04	29,205.16
3	2-YD Curity cheese cloth 2-yard package	18,600	1.07	19,902.00
4	7274 O-CEL-O sponge hand size 4-pack/bp40	18,552	0.89	16,511.28
5	19-645 Ballonoff copper dustpan	8,830	1.70	15,011.00
6	1185 Roll-O-Matic sponge mop	1,291	10.97	14,162.27
7	057# Quickie automatic roller mop	1,498	8.54	12,792.92
8	045 Quickie automatic sponge mop	1,691	7.37	12,462.67
9	F-20 Willert enoz moth ball 1-lb box	6,754	1.70	11,481.80
10	E-30 Willert enoz moth ball 10-oz box	7,014	1.61	11,292.54
11	T-16 F & G Vacuum bag Eureka Upright	12,340	0.90	11,106.00
12	7 White 16" black dust pan	1,836	5.93	10,887.48
13	901 White 12" black dust pan	3,612	2.96	10,691 52

Source: Figures, for January through November 1982, were supplied by Bacar, distributor, San Jose, Calif., and cover 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

Glosser's Profits Up 54% in Qtr.

JOHNSTOWN, Pa.—Glosser Brothers reported a 53.5% earnings rise and a 15.5% sales gain for the third quarter of 1982.

Sales for the 13 weeks ended Oct. 30, 1982, reached $55,077,676. Earnings hit $1,103,597.

The sales increase was attributed, in part, to the Chambersburg Gee Bee unit, which opened in March of '82, and the U-Save Food Warehouse that opened in Altoona a month earlier.

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Superstrength plastic shelving that can triple your profit per foot!

Shelf Control has three key advantages over steel:

- Superstrength plastic's lighter weight makes for greater ease of handling, installation and adjustability for your customers.
- Shelf Control costs much less, for higher turnover.
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Designed to hold heavy loads, these solid bottom slot front shelves mount securely and snugly on walls or doors.

And shelf control offers 8-shelf units, as well as 4-, 3-, 2- and 1-shelf units, all in 12" or 18" width, a remarkable selection for one 4' display.

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Steel Shelving 12'
Shelf Control
4'
Shelf Control displays in [illegible] the space required by steel shelves

HOUSEWARES

STYLER/DRYERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Sassoon VS210 pro midsize styler	5,556	12.43	69,061.08
2	Conair 091 pro 1500 wtt, w/attach	3,000	22.51	67,530.00
3	Conair 084 mini pro 1250 wtt	5,230	11.65	60,929.50
4	Northern 1881 pro blwr dryr 1200	5,675	10.48	59,474.00
5	Dazey HD61 hard hat hair dryr	1,280	42.69	54,643.20
6	Windmere B21T pro dryr Boss 1250 wtt	3,812	12.06	45,972.72
7	Shetland 3051 Visa 1200	5,605	8.20	45,961.00
8	Northern 1871 fold mini 1200 wtt	3,526	10.23	36,070.98
9	Clairol CH-1Z Dry Guy	1,773	19.04	33,757.92
10	Gillette 0200 Supermax pro 1300	3,289	10.13	33,317.57
11	Windmere DD1 Dynamic Duo	2,622	11.26	29,523.72
12	Shetland 3080 Hatchet dryr	2,156	13.58	29,278.48
13	Northern 1892, 1000 wtt	1,793	14.43	25,872.99
14	Conair 085 pro, 1250 wtt	1,451	17.71	25,697.21
15	Conair 099 Pistol Power 2 spd 1200 wtt	2,177	11.46	24,948.42

CURLING BRUSHES & WANDS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Conair CB200 New Twist combo	6,523	11.33	73,905.59
2	Conair BC-10X crlng brsh	8,212	8.56	70,294.72
3	Gillette 2620 Clicker	3,153	20.78	65,519.34
4	Windmere SM1 Skinni Mini	10,880	5.11	55,596.80
5	Conair CD11 Curls N Curls irn	9,764	5.10	49,796.40
6	Norelco CC114/HB1600 Curl Q. mist	3,596	10.53	37,865.88
7	Shetland 6001 crlng brsh	6,520	5.73	37,359.60
8	Northern 2334-2 pro chrome irn	6,006	5.08	30,510.48
9	Windmere HCB1 hot crlng brsh	3,252	7.28	23,674.56
10	Windmere RBB1 Aber curl Dabra	1,506	11.83	17,815.98
11	Shetland 975 Three-To-Go kit brsh/irns	1,563	10.81	16,896.03
12	Clairol C 200 Crazy Curl	1,279	12.24	15,654.96
13	Northern 2337-2 pro stylng brsh	2,386	6.43	15,341.98
14	Sassoon VS101 pro crlng irn	1,666	8.25	13,744.50
15	Windmere Spit nonstick crlng irn	2,349	5.24	12,308.76

AIR CLEANERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Norelco HB1900 Clean Air Machine	7,608	19.83	150,866.64
2	Pollenex 699 Pure Air Machine	4,323	23.44	101,331.12
3	Conair E-1 Clean Air/Air Purifier	3,995	13.60	54,332.00
4	Norelco HB1920 Clean Air Machine II	1,464	31.73	46,452.72
5	Norelco CAF2 Clean Air fltr	7,641	2.65	20,248.65
6	Pollenex FP699 fltr for Pure Air	3,810	3.43	13,068.30
7	Conair UFO-1 Clean Air fltr 2 pk	2,916	3.28	9,564.48
8	Norelco CAF10 Clean Air Machine II fltr	1,788	3.95	7,062.60

COFFEEMAKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor 415AL/A301 10 cp drip	10,658	21.69	231,172.02
2	Norelco 5185 10 cp	4,818	25.54	123,051.72
3	Hamilton Beach 791 12 cp	3,830	21.69	83,072.70
4	Regal K7508WH Polly perc 8 cp	7,331	11.24	82,400.44
5	Hamilton Beach 784 mini drip	4,273	16.55	70,718.15
6	North American CM1/CM1Z 10 cp	2,405	28.50	68,542.50
7	West Bend 58030 30 cp alum	1,852	20.64	38,225.28
8	West Bend 9466 perc 9 cp plshd	2,196	13.76	30,216.96
9	Norelco HB5192B 12 cp w/clck tmr	504	51.64	26,026.56
10	Proctor 510W/501W 12 cp w/dgtl tmr	299	46.31	13,846.69

TOASTERS & OVENS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Toastmaster B700 blck end tstr	12,023	12.75	153,293.25
2	Proctor T522B, 4 slc	5,833	22.08	128,792.64
3	Proctor T220AL, 2 slc	7,560	14.78	111,736.80
4	Toastmaster 5244 dlx slf clng ovn	1,737	55.86	97,028.82
5	Proctor T620B, 2 slc	6,817	13.00	88,621.00
6	Toastmaster D126, 4 slc	3,080	24.08	74,166.40
7	Toastmaster 330/380 ovn tstr slf cln	1,290	51.75	66,757.50
8	Proctor T2000 auto size adjst	1,815	27.76	50,384.40
9	Proctor T009N dlx 4 slc	1,018	36.36	37,014.48
10	Toastmaster B701 prom alum 2 slc	2,343	14.40	33,739.20

(Continued on page 58)

Quartz Time
Digital Time
4/4 Time
WESTCLOX
Quartz
ALARM
PM
STEREO

It's a Prime Time year at Westclox.® Westclox is doing more than ever to make this a Prime Time sales year for you. We're introducing exciting new products with competitive price points. And bringing back Blockbuster, T.A.P., and 60/40—our sales proven, budget-extending dealer co-op programs. So call your Westclox representative today, and tell him you want to get in on the good times.

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PRODUCT MOVEMENT AUDIT

Electrics Rebates Pruned

By HOWARD BOBROFF
President,
Stem-Nickman Distributing

Two trends bear watching in traffic electrics in 1983: the cutbacks in rebates and the intense competition in the hair care category. First, manufacturers are beginning to take significant swipes at their levels of rebate offerings. Companies like Sunbeam, Norelco, Oster, General Electric, Dazey and Proctor Silex have taken the lead in getting away from across-the-board rebates that accompanied virtually every item in the line at some point during the selling season.

Most of the rebate cutbacks are on kitchen, not personal care, electrics.

The new strategy from several companies is to attach rebate offerings to approximately 20% fewer items in the line. Manufacturers are attempting to keep the rebates with the prod-

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FTC Blasts 'Price-Fixing' By Truckers

WASHINGTON—That massive trucking industry deregulation bill passed by Congress two years ago has yet to produce substantial freight cost savings for discount store chains or other retail industries, Federal antitrust officials charged.

Although shippers have realized some cost savings as a result of the deregulation measure and subsequent Government actions to readjust the "fuel surcharge" added to motor carrier freight rates, the full benefits of these changes won't materialize until "legalized price-fixing" by truckers is abolished, Federal Trade Commission analysts maintained.

Problems Seen

Specifically, FTC officials are concerned over the activities of regional motor carrier rate-setting boards which recommend increases in maximum freight charges to the Interstate Commerce Commission.

Although I.C.C.—not the rate bureaus—has final say over interstate trucking rates, FTC contends these private boards, composed of competing motor carriers, exert enormous influence over the agency's decisions.

A recent FTC study con-

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HOUSEWARES

(Continued from page 56)

FOOD PREPARATION

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hamilton Beach 702/707 fd prcsr, almd	3,338	49.18	164,162.84
2	Sunbeam 14-56 fd prcsr, almd	1,391	43.23	60,132.93
3	Sunbeam I-78 dlx stnd mxr, almd	516	74.80	39,596.80
4	Waring HS15-8/3/9 stnd mxr 12 spd	998	26.06	26,007.88
5	Hamilton Beach 34KAL stnd mxr	562	43.50	24,447.00
6	Oster 980-16 ktchn cntr, almd	117	178.81	20,920.77
7	Waring HS9-8/HS9-1 stnd mxr	642	25.98	16,679.16
8	Hamilton Beach 43G stnd mxr w/dgh hk	229	47.53	10,884.37

HAND MIXERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hamilton Beach 97 AL hnd mxr	5,522	13.48	74,436.56
2	Waring HM111-8 5-spd almd	4,836	12.95	62,626.20
3	Waring HM12-8 12-spd almd	2,598	17.16	44,581.68
4	Sunbeam 3-76/3-71 almd	1,299	26.01	33,786.99
5	Sunbeam 3-16	1,412	14.39	20,318.68

SLOW COOKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rival 3150 Crock Pot 3½ qt	3,792	24.26	91,993.92
2	Rival 3350H Crock Pot 5 qt	2,767	29.99	82,982.33
3	Rival 3100 Crock Pot 3-qt almd	5,676	14.29	81,110.04
4	Rival 3355H/3355V 5-qt Crock Pot	3,413	23.23	79,283.99
5	Struhl 2306x/2306 alum Hot Pot, asst	15,870	4.81	76,334.70
6	Regal K7427WH Hot Pot	6,141	10.76	66,077.16

(Continued on page 60)

Rebates in kitchen electrics are dwindling. Manufacturers are planning some 20% fewer items with rebates this year, which could change the look of stackouts like this one at Caldor, Fairfield, Mass. (DSN photo)

PRODUCT MOVEMENT AUDIT

Electrics

(Continued from page 56)

ucts where it makes some sense.

For instance, a rebate could accompany new product introductions or items that need the stimulus of a lower "final cost" advertised to move the merchandise.

In some cases, the amount of the rebate offered per product will be going up; at the same time, the total number of products with a rebate offer will be going down.

The Final Word

The important fact is that the shotgun approach to rebates as a selling concept looks like it's on the way out. Rebates, however, are still far from an extinct species as an integral part of the traffic electrics business.

In the hair-care electrics area, one manufacturer stands out as a candidate for the hypothetical "line with the most drastic changes for 1983" award. That's Norelco with its Chic line. For '83, Norelco has expanded the line and priced it so that it will be competitive against any branded or nonbranded line in the market.

With its strong prices and extensive rebate offerings—plus a brand name that has consumer recognition—Norelco is making an all-out effort for market share.

Further Considerations

Competitors in the category obviously don't want to give up market share, so they've reacted to the prices offered by Norelco with price cuts of their own.

The end result of this struggle is going to be very attractive price promotions for retailers and customers, particularly in the growing, less-expensive, curling brush and wand segment.

Here, there won't be anything unusual about after-re-

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FTC Blasts

(Continued from page 56)

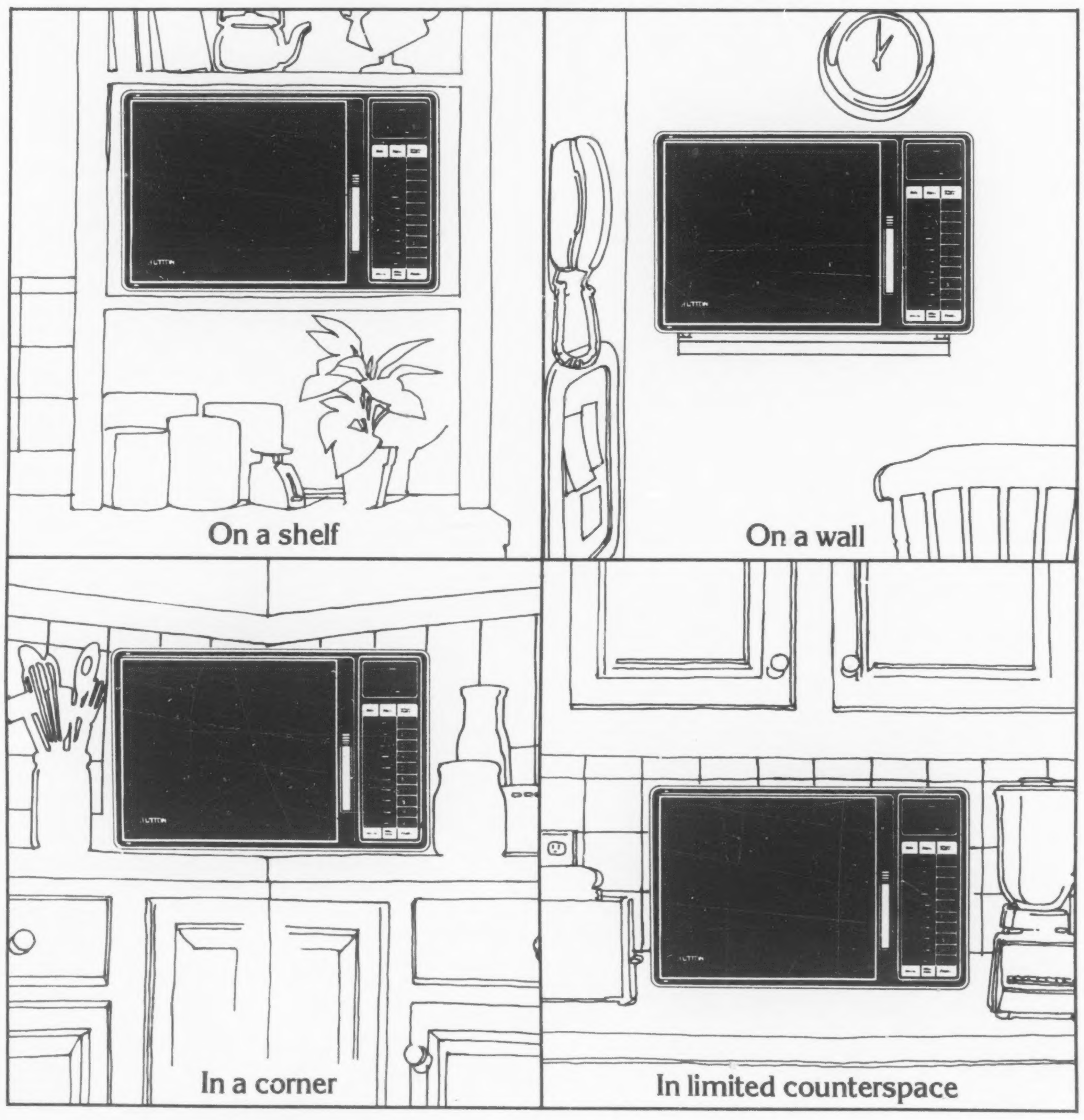
cluded the overwhelming majority of rate hike recommendations from regional bureaus are rubber-stamped by I.C.C.

Ordinarily, a group of competitors meeting behind closed doors to agree upon prices would be considered a violation of the Federal antitrust laws. Motor carrier rate bureaus, however, are specifically exempt from these restrictions on price-fixing.

Reagan Administration FTC officials consider this exemption a serious "loophole in the antitrust laws" and have urged Congress to eliminate the present price-setting immunity for regional rate bureaus.

Until this "loophole" is closed, one FTC attorney told *Discount Store News*, "retailers and consumers will continue to pay uncompetitively high freight costs."

Litton's new compact "Go-Anywhere"™ Microwave Ovens go anywhere.



The Litton Edge:

- A complete and separate line of four models.
- Choice of electromechanical or deluxe electronic models.
- The Litton name at value price points.
- Outstanding styling.
- Perfect for your customers who have space limitations.
- Goes almost anywhere—on a kitchen shelf or wall or in a dorm, a rec room or patio. Weighs only 43 pounds.
- Unique bracket allows wall mounting.
- Full 500 watts of cooking power in a .8 cu. ft. oven.

Your customers will see Litton's advertising on TV and in major consumer magazines like Family Circle, Good Housekeeping, National Geographic, 1001 Home Ideas and Redbook.

Nobody knows more about microwave cooking than Litton.

LITTON

©1983 Litton Systems, Inc.

HOUSEWARES

(Continued from page 58)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BLENDERS			
1	Hamilton Beach 600 7-spd alum	3,996	23.18	92,627.28
2	Waring BL590 7 spd	3,612	23.76	85,821.12
3	Oster 890-16 10-spd alum	2,481	28.49	70,683.69
4	Hamilton Beach 651 blndr pls 14-spd alum	1,781	30.49	54,302.69
5	Hamilton Beach 640G 14 spd	1,091	34.04	37,137.64
6	Waring BL2081	1,201	23.04	27,671.04
	FRYING PANS			
1	Betty-G CF53 5½-qt ckr fryr	9,743	19.13	186,383.59
2	West Bend 1440 sklt w/SilverStone	2,849	35.09	99,971.41
3	Hamilton Beach 2121 Fry All	4,594	20.36	93,533.84
4	West Bend 72119 Rockcote frypn	3,555	25.80	91,719.00
5	West Bend 72109 sklt/SilverStone 11"	1,544	33.58	51,847.52
6	Presto FDF1 Fry Caddy fryr 4 cp	1,704	28.65	48,819.60
7	Presto 06810 jmbo sklt w/SilverStone	513	44.91	23,038.83
	CAN OPENERS			
1	Rival 781 almd	9,380	12.34	115,749.20
2	Rival 740AL opnr/knf shrpnr	5,852	16.26	95,153.52
3	Waring CO1-8 almd	6,460	12.11	78,230.60
4	Rival 782 opnr/shrpnr almd	4,985	13.85	69,042.25
5	Rival 782 opnr/shrpnr gld	2,813	13.63	38,341.19
6	Rival 781 gld	2,598	12.11	31,461.78
7	Rival 7442W cn opnr/bg opnr/knf shrpnr	1,430	19.31	27,613.33
8	Wear-Ever 75000 cn hndlr	922	24.48	22,570.56

(Continued on page 65)

FRY PAN
21.99
Anniversary Sale

The kitchen electrics area has benefited from former "hot" items added to the list of today's basic categories. They include fry pans and popcorn poppers, shown in Prange Way, Green Bay, Wis. (DSN photo)

PRODUCT MOVEMENT AUDIT

Electrics

(Continued from page 58)

bate prices going down to as low as $2.99, possibly lower where retailers are willing to cut margins back for the sake of tonnage.

In the kitchen electrics business, 1983 sales are expected to be generated in the same way as 1982: by stocking and promoting the basic categories.

Throughout last year the majority of discounters complained about the lack of "hot" new products to stimulate business. That complaint is still valid, but there's a difference. Many discounters have learned: there is nothing inherently bad about building a strong electrics business which centers around basic categories, particularly when new items are often too high priced to represent big volume, and being price competitive means too great a margin sacrifice.

Caught in a Squeeze

For the first half most discounters will continue to be highly selective about new products, avoiding the risk of high-priced, slow movers taking up inventory dollars and shelf space.

Their strategy will be to focus on strong promotions of core products, those which are frequently replaced by customers, like coffeemakers, irons and toasters.

Discounters in their planning are increasingly recognizing the selling clout of these categories which represent sales of millions of units in kitchen electrics. It's been estimated that coffeemakers account for around 12.7 million unit sales per year, irons about 10.9 million, and toasters, 9.2 million.

In the sku cutback that takes place in January, following the

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Employee Theft Found on Rise

NEW YORK—Employee theft is on the rise, according to a recent study of shrinkage at department, specialty and mass merchandising stores.

Surveys conducted by the National Mass Retailing Institute and Arthur Young & Co. break shrinkage down this way:

- Dishonest employees are responsible for 50% of merchandise losses.
- Shoplifters account for 30% of the problem.
- Faulty paperwork caused 20%.

Adding It Up

Of the retailers surveyed, 75% are depending on technology to combat employee theft by installing such devices as point-of-sale cameras. The other 25% concentrate on heavier supervision and "hot line" programs to report suspicious workers.

When employees are caught, 60% of the retailers prosecute with a 90% conviction rate.

From left: #8173—60 minute Quartz timer.
#8153—60 minute single ring mechanical timer.
#8163—60 minute long ring mechanical timer.
All available in today's most popular colors.

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HOUSEWARES

PMA PRODUCT MOVEMENT AUDIT

Electrics

(Continued from page 60)

big Christmas selling season, many buyers are recognizing the added potential of these basic categories. Consequently, more sku's could be added to these core categories.

Even with a lack of new products, the kitchen electrics area has benefited from the addition of former "hot" items to the list of today's basic categories. Two such categories are food processors and popcorn pumpers. A longer list of basics continues to give retailers ammunition for strong customer response to promotions.

The food-processor area is *one in which manufacturers will* be staying with their rebate offers. Their object is to help pull a high dollar return, since big unit response is lacking in this relatively high-ticket product.

For 1983, air cleaners continue to be a very viable category. Here, too, rebates remain very much a part of the picture. The product, once thought a contender primarily for fall/winter selling, has also proven a good item on a year-round basis.

Contents of the Mix

At many chains, the air cleaners have settled in as a three-to-four-sku category spanning price points between about $9.99 for basic, promotional items in branded and nonbranded models to about $19.99 for step-up units.

Another development in '83 is the growing list of producers introducing irons with SilverStone soleplates. Hamilton Beach was first and has had this area to itself for the past couple of years. This item will now be more plentiful and more competitive.

In 1982, Munsey introduced an item called the Belgian Waffler. It has proven to be a good, solid seller that could pick up in sales momentum.

Trade-up Move

Higher-ticket items like Cuisinart food processors have been added in trade-up efforts at chains like Bradlees. This year, some chains may shy away from moving into higher-price lines. *(DSN photo)*

Chains like Zayre, whose Hialeah, Fla., unit is shown here, have relied on basics in kitchen electrics. Most discounters are expected to take the same tack in 1983 to generate sales. *(DSN photo)*

(Continued from page 60)

SPECIALTY ELECTRICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Wear-Ever 73000 Popcorn Pumper	9,428	22.04	207,793.12
2	Presto 04810/Pn-1 Popcorn Now	7,274	20.64	150,135.36
3	Hmltn Bch 275AL Knife Hole In Handle	4,445	18.23	81,032.35
4	Dazey sam 3 vcm Seal-A-Meal	2,144	31.98	68,565.12
5	Presto 01250 60-qt prshr ckr alum	1,673	31.19	52,180.87
6	Munsey BW-2 Belgian Waffler	1,498	24.41	36,566.18
7	Nrthm 8453-2 Ice Cream Freezer	2,337	15.13	35,358.81
8	West Bend 25467 Butter matic 4 qt	2,421	14.59	35,322.39
9	Presto 05000 Caramel Corner	1,050	30.45	31,972.50
10	Rival 1101-EC mt slcr/chrm dlx	508	53.44	27,147.52

IRONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Sunbeam 11-19 stm & dry prom	9,466	16.84	159,407.44
2	Proctor 11300 lt stm/dry	9,537	16.51	157,455.87
3	Hamilton Beach 754S stm/dry SilverStone	2,382	23.45	55,857.90
4	Sunbeam 11-386/11-171 Sh of Steam	2,083	26.48	55,157.84
5	Struhl 2319 trvl irn	4,948	6.39	31,617.72

Source: Figures, for Jan. 1 through Dec. 4, 1982, were supplied by Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

Capture the Baby Market with Gerber

See the Complete New Gerber Accessory Line at the Housewares Show. Booth 2245-2296.

Let Gerber attract more customers for you with their extensive baby product line.
When new mothers shop for all their baby needs, they appreciate one-stop shopping convenience. When you carry the Gerber baby product line, your customers won't have to look anywhere else.

Increase dollars per customer transaction.
By providing one-stop shopping convenience for your customers, you'll see an increase in both planned and impulse sales.

Keep customers coming back for all their baby care replacement needs.
The Gerber product line has a high quality image that always meets your customers' expectations. Once customers make their initial Gerber purchase, their satisfaction will bring them back to your store again and again.

Make sure you carry these profitable Gerber product categories!
- Hankscraft Humidifiers & Vaporizers
- Reusable and Disposable Nursing Accessories
- Gift Sets
- Feeding Accessories
- Pacifiers and Teethers
- Child Proofing Accessories
- Rattles and Toys
- Diaper and Carry-All Bags
- Clothing
- Vinyl Pants

Contact your Gerber Sales Representative for advice on stocking and displaying the Gerber line of products.

Babies are our business®...and have been for over 50 years.

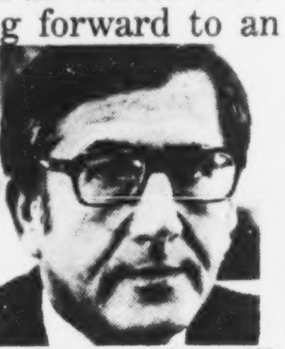
Gerber®
Gerber Products Company Fremont, Michigan 49412

HOUSEWARES

PRODUCT MOVEMENT AUDIT

Giftware Biz Gets Strong Year-round

By HAROLD RUBIN
president,
HalMar, Distributors



A strong seasonal finale to 1982 positioned us well for 1983. We are looking forward to an excellent year. Business trends established in 1982 will continue into the coming year:

- Sharp pricing among discounters who will work lean to maintain liquid inventory positions;
- Strong basics-oriented assortments;
- Interest in trade-up price points restricted to key areas;
- Continuing emphasis on advertising emphasizing tie-in, coordinate sales.

In giftware, consumer inter-

(Continued on page 87)

Target Invades Five Markets

MINNEAPOLIS—Target forged into five new markets by opening six stores.

In one recent weekend Target opened in the new markets of Alexandria, La.; Billings, Mont.; Casper, Wyo.; Rochester, Minn., and Tyler, Tex. The chain also launched a second Garland, Tex., unit, boosting the Texas store count to 37.

Target's 40 new store openings planned for 1983 include 20 in the Los Angeles market.

In the past five years the chain has grown from 59 stores to 167 and tripled its revenues to over $2 billion.

Target and Mervyn's will each open over 100 new stores in the next five years, according to Kenneth Macke, president of the parent Dayton Hudson Corporation.

Adding It Up

By the end of 1987 Dayton Hudson will spend $2.4 billion to increase its square footage by 49%. Macke said that over 90% of the company's investment will be directed toward the discount, specialty and B. Dalton Bookseller operations.

The company plans to open 101 Targets, 108 Mervyn's and 360 Daltons.

Dayton Hudson increased the company's quarterly dividend from 27¢ to 30¢ per common share payable Dec. 10 to shareholders of record Nov. 19.

The board of directors also declared a regular quarterly dividend of $1.25 per share for $5 preferred stock and $1.50 per share for $6 preferred stock with the same terms.

There are 48,145,927 shares of common stock, 120 shares of $5 preferred stock and 10,250 shares of $6 preferred outstanding.

DINNERWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Corelle 16-4 16-pc set, gold	16,568	32.84	544,093.12
2	Corelle 16-1 16-pc set, grn	13,888	32.84	456,081.92
3	Corelle 16-6 16-pc set, Woodland	12,834	32.84	421,468.56
4	Expressions 2020-7 20-pc Wildflwr	2,812	63.89	179,658.68
5	Corelle 16-5 16-pc set, blue	5,388	32.84	176,941.92
6	Expressions 2020-12 20-pc Ind. Summer	2,743	63.89	175,479.14
7	Expressions 2020-13 20-pc Meadow	2,659	63.89	169,883.51
8	Expressions 2020-16 Xpres 20-pc Strwbry	2,117	63.89	135,445.66
9	Corelle 16N 16-pc set, white	4,030	32.84	132,345.20
10	Dimensions IV 3216-34 16-pc set, slate	2,618	43.19	113,071.42
11	Dimensions IV 3216-32 16-pc set, cinnamon	2,559	43.19	110,523.21
12	Corelle 16-23 16-pc set MB	3,275	32.84	107,551.00
13	Traditions 4020-71 20-pc Harvest	1,646	47.69	78,497.74
14	Traditions 4020-8 20-pc Spice	1,295	47.69	61,758.55
15	Traditions 4020-70 20-pc Flirt	973	47.69	46,402.37

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anchor 3600/672A Entrtainer set, 40 pc	2,443	28.79	70,333.97
2	Anchor N3600 Gold Westwood 24 pc	2,449	16.19	39,649.31
3	Libbey 8248 24-pc Bolero blue	2,069	17.09	35,359.21
4	Libbey 82486k 24-pc Bolero gold	1,828	17.09	31,240.52
5	Libbey 82437D BL Count Squire 24 pc	1,066	27.44	29,251.04
6	Concept 780 stoneware mugs asstd	19,908	1.43	28,468.44
7	Libbey 82496T Tawny Ent. set 24 pc	1,514	17.09	25,874.26
8	Anchor cry Westwood/Newport 24 pc	1,490	16.19	24,123.10
9	Libbey 82438T 24-pc Fjord set twny	1,068	21.86	23,346.48
10	Libbey 82430k Go Cntry Gon 24 pc	1,046	21.59	22,583.14
11	Libbey 82482 Chivalry 24-pc set	893	24.29	21,690.97
12	Libbey 81837T 18-pc Capri set twny	1,596	13.49	21,530.04
13	Anchor 225/3109E cry sham 9 oz	33,088	0.62	20,514.56
14	Anchor 2152cv/240 Roses bev 4 pk	4,186	4.67	19,548.62
15	Libbey 8476 Tulip Grande 9 oz	8,638	2.24	19,349.12

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	115 Hurricandle	18,552	9.53	176,800.56
2	233 Utility dish	13,341	6.47	86,316.27
3	2112 Mini hurricandle	5,570	15.29	85,165.30
4	6230F cov Cass & bskt, Fireside	8,808	9.44	83,147.52
5	2330 3-qt Bake dish & basket	3,962	15.74	62,361.88
6	2320F 2-qt Bake dish & bskt	4,782	10.34	49,445.88
7	508 Measure	19,152	2.24	42,900.48
8	234 oblong Bake dish 4 qt	5,048	8.27	41,746.96
9	6840 2-qt Casserole & basket	2,428	15.74	38,216.72
10	516 Measure	12,996	2.87	37,298.52
11	704 oval Bake dish 4 qt	3,636	10.25	37,269.00
12	463 D Custard cup	10,401	3.50	36,403.50
13	232 Utility dish	6,449	5.39	34,760.11
14	703 3-qt oval Cass w/cover	3,336	10.25	34,194.00
15	222 Cake dish square	7,401	4.49	33,230.49

MICROWAVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Corning M-W-2 grill	2,085	27.44	57,212.40
2	Corning MWA10 covered browning skillet	1,446	25.73	37,205.58
3	Anchor PM469/T1 bacon rack	4,891	6.83	33,405.53
4	Corning MW116 5-pc set	886	30.59	27,102.74
5	Corning MW-360 set	551	48.59	26,773.09
6	Corning MW-11 browning grill	1,527	17.27	26,371.29
7	Corning M-10-GR cooker w/rack	1,224	19.79	24,222.96
8	Anchor PM400/126 corn popper	1,740	12.59	21,906.60
9	Corning MR1 rack	1,991	10.16	20,228.56
10	Anchor PM447/T1 muffin tin	2,539	7.19	18,255.41
11	Anchor PM479/T1 roast rack	2,364	6.83	16,146.12
12	Corning MW12 pizza crisper	536	26.99	14,466.64
13	Corning MC1 small dish	1,035	12.86	13,310.10
14	Anchor PM444/T1 cookie sheet	1,886	6.83	12,881.38
15	Corning M68 cook n' pour pan	665	16.91	11,245.15

(Continued on page 87)

Introducing...

Fashioncraft$_{\text{TM}}$

An Exciting New Line of Distinctive Wall Accents

Created for Today's Design-Conscious Homemakers

Fashioncraft$_{\text{TM}}$ is a new concept in home wall decor. Three-dimensional designs, hand applied finishes and quality components unite to create an enchanting new line of distinctive wall accents. The appealing 3-D designs are assembled in various combinations with natural burlap, grasscloth, wicker, silk flowers and sturdy hardboard frames. Fashioncraft$_{\text{TM}}$, a collection of elegant designs for modern homemakers, offers a wide selection of retail price points from under $5.00. With popular pricing and the merchandising simplicity of full-visibility gift boxes, Fashioncraft$_{\text{TM}}$ is the line with built-in sales appeal. A color catalog is available on request.

Miller Studio, New Philadelphia, Ohio 44663

NHMA

See the entire Fashioncraft$_{\text{TM}}$ line
on display in Booth 4051-56
NHMA Exposition
McCormick Place, Chicago
January 17-20, 1983

HOUSEWARES

SilverStone products are best known in top-of-range, particularly saute pans, shown here at Wal-Mart, Rogers, Ark. Buyers look for SilverStone bakeware to begin making sales inroads this year. *(DSN photo)*

(Continued from page 86)

COOKWARE/BAKEWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Ekco 64330 Bakers DB cake pan	21,217	3.59	76,169.03
2	Ekco 64110 Bakers cookie sheet	16,732	4.04	67,597.28
3	Ekco 64100Bakers cookie sheet	14,926	3.59	53,584.34
4	Ekco 46200 Bakers 12-cup muffin	11,573	4.31	49,879.63
5	Ekco 64260 Bakers roast/bake	8,783	4.94	43,388.02
6	Ekco 64470 Bakers loaf pan	10,824	3.23	34,961.52
7	Ekco 99071 Bakers secret ppk	12,015	2.69	32,320.35
8	Ekco 54110 cookie sheet	11,822	2.60	30,737.20
9	Ekco 64590 Bakers pizza pan	8,186	3.59	29,387.74
10	Ekco 64080 Bakers cookie sheet	8,926	2.87	25,617.62
11	Ekco 64070 Bakers loab pan	9,399	2.60	24,437.40
12	Ekco 54330 roasting pan	10,824	2.24	24,245.76
13	Hillside HM60sp spring form pan	3,441	6.74	23,192.34
14	Ekco 64950 Bakers RD cake pan	9,909	2.33	23,087.97
15	Ekco 64600 Bakers 6-cup muffin	6,416	3.59	23,033.44

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	F330 French White 3-pc set	2,337	42.29	98,831.73
2	Rangetoppers N350 6-pc Cornflower	1,177	62.09	73,079.93
3	P150 Grab-IT	5,733	11.51	65,986.83
4	P14 cass-erette	7,147	8.09	57,819.23
5	Rangetoppers N350-8 6-pc Spice	833	69.29	57,718.57
6	Rangetoppers N350-7 6-pc Widflower	650	69.29	45,038.50
7	A300 kitchen starter set	999	41.84	41,798.16
8	P104-8 Teapot, spice	2,060	18.89	38,913.40
9	Corning P104 teapot	2,172	17.09	37,119.48
10	A300-8 kitch start set Spice	778	47.69	37,102.82
11	A21-8 roaster, Spice	1,586	23.39	37,096.54
12	A21-corning roaster	1,714	21.32	36,542.48
13	F2 FR WH 2.5-qt ov cov cass	1,906	18.44	35,146.64
14	A21-7 open roaster Wflower	1,479	23.39	34,593.81
15	Corning A300-7 starter set Wflower	715	47.69	34,098.35

(Continued on page 88)

PMA®

PRODUCT MOVEMENT AUDIT

Giftware Biz

(Continued from page 86)

est has become strong enough year-round for the category to lose much of its seasonality.

Consumer interest in hurricane lamps, which really started to build during the 1981 Christmas season, has translated into year-round sales; candle lamps with wood and tile bases—as well as those without bases—are growing in popularity. Hurricane lamps that take candles are more popular than those that are oil-filled.

Other items, like cake plates, serving platters and chip and dip sets will also become more visible year-round sellers.

Meanwhile price points in this category, and generally throughout the department, seem to be holding; those price hikes on deck for 1983 will be modest.

For the first time in several years, glassware will be getting more retailer attention—both at the Housewares Show and on

(Continued on page 88)

Ward's New Test Of Legal Services Gets Tentative O.K.

WASHINGTON—Justice Department antitrusters gave Montgomery Ward a tentative green light to establish an innovative new prepaid legal services program for customers of the chain.

Unlike in-store legal service operations under consideration now by various discount, general merchandise and drug store chains, Ward's plan won't involve on-premises lawyers. Instead, the chain's program will be patterned after successful "third-party" prescription drug or health insurance programs, and will rely on "participating" attorneys practicing out of their own offices.

Initial Plans

Initially, Ward plans to offer the program only to its existing charge account customers in major metropolitan areas in Illinois, Ohio, Iowa and Pennsylvania for a monthly subscription fee. If the concept succeeds, the legal program may be expanded to include non-Ward charge customers in these and other areas.

News of the chain's legal program—which is still in the preliminary stages of development—surfaced as a result of a letter from Justice Department Antitrust Division Chief William Baxter assuring Ward officials that the Reagan Administration doesn't intend to challenge the plan on antitrust grounds.

Baxter gave the plan his tentative blessing in response to a July 1981 request from the chain for a formal Justice Department "business review letter" discussing the antitrust implications of the program.

(Continued on page 88)

HOUSEWARES

(Continued from page 87)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2965 Laundry basket, choc	9,873	5.57	54,992.61
2	2882 cov Trash can 20 gal	3,726	14.39	53,617.14
3	2951 Dish pan, choc	15,169	3.14	47,630.66
4	2864 Fliptop basket, choc	5,811	8.09	47,010.99
5	2951 Dishpan, almond	13,937	3.14	43,762.18
6	2956 Laundry bskt, almond	7,729	5.57	43,050.53
7	0450 Bath mat, white	12,937	3.23	41,786.51
8	2965 Laundry basket, gold	7,450	5.57	41,496.50
9	2951 Dishpan, gold	12,503	3.14	39,259.42
10	0450 Bath mat, lt blue	11,878	3.23	38,365.94
11	2850 Basket lift lid, choc	4,713	8.09	38,128.17
12	6032 Dish drainer, choc	6,147	6.11	37,558.17
13	0450 Bath mat, choc	11,233	3.23	36,282.59
14	2864 Fliptop basket, almond	4,268	8.09	34,528.12
15	6032 Drainer, almond	5,641	6.11	34,466.51

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Republic 156 Freezette 1 qt	7,535	2.96	22,303.60
2	Republic 154 Freezette 1 pt	6,127	2.96	18,135.92
3	Tucker T334 trash can 22 gal	1,944	8.99	17,476.56
4	Loma 364 32-gal ref. can w/locklid	1,266	12.32	15,597.12
5	Deka SU510 Smurfs mug 10 oz	10,108	1.52	15,364.16
6	Eagle E4470 cold cut saver	5,515	2.60	14,339.00
7	Eagle E6244 ss 44-oz oblong saver	7,969	1.79	14,264.51
8	Deka SU530 Smurfs tumbler 11 oz	11,381	1.25	14,226.25
9	Sterilite S2121 1-qt refrigar bottle	10,595	1.25	13,243.75
10	Eagle E6242 22-oz oblong saver	10,298	1.25	12,872.50
11	Deka SU560 Smurfs plate 9 in	4,228	2.96	12,514.88
12	Deka SC510 Strw Shtcake mug	8,180	1.52	12,433.60
13	Deka SU590 Smurfs cereal bowl	8,176	1.52	12,427.52
14	Sterilite S2122 2-qt refrige bottle	7,599	1.61	12,234.39
15	Alabaster 62048 Trendee table mate	3,371	3.59	12,101.89

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rhodes 29031-UC timer, white	9,659	7.19	69,448.21
2	Swing-A-Way 407-21 opener chrome	14,363	4.49	64,489.87
3	Rhodes 29035-UC timer, almond	6,023	7.19	43,305.37
4	Ekco 08850 Miracle can opener	36,292	0.98	35,566.16
5	Ekco 08840 4-way can opener	20,008	1.52	30,412.16
6	Vanderbilt Products 786 3-pc wood spoon set	24,592	1.16	28,526.72
7	Ekco 00050 stainless peeler	19,872	1.43	28,416.96
8	Bonny 39 pastry brush WD	13,599	1.97	26,790.03
9	Wall-Collins LT0 202 steamer basket, boxed	7,066	3.59	25,366.94
10	Ekco 0003 peeler	33,931	0.71	24,091.01
11	Foley 10189 food mill disp	2,154	10.79	23,241.66
12	Swing-A-Way 107 jr opener	9,603	2.33	22,374.99
13	Helmac products HB 300 lint brush	8,286	2.69	22,289.34
14	Automatic Wire Goods 90 colander, strainer	6,254	3.41	21,326.14
15	Taylor 5937 meat therm	3,937	5.39	21,220.43

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Magnolia M100 molded toilet seat white	7,924	9.44	74,802.56
2	Magnolia M3000A padded seat white	2,410	17.54	42,271.40
3	Magnolia M3000A seat brown	1,855	17.54	32,536.70
4	Magnolia padded seat blue	1,805	17.54	31,659.70
5	Selfix N443 portable shower spray	3,157	9.62	30,370.34
6	Selfix C441 shampoo spray	14,566	2.06	30,005.96
7	Ekco 38 110 18" towel bar	11,119	2.42	26,907.98
8	Ekco 38170 24" towel bar	8,453	2.87	24,260.11
9	Selfix 2253 shwer caddy large	4,590	5.12	23,500.80
10	Ekco 38890 toilet tissue holder	9,683	2.33	22,561.39
11	Selfix 2251 shower caddy	6,992	3.14	21,954.88
12	Selfix 2110 twin hook	16,119	1.34	21,599.46
13	Ekco 38120 12" towel bar	9,332	2.24	20,903.68
14	Magnolia M3000A padded seat, gold	1,191	17.54	20,890.14
15	Magnolia M200 hi rise toilet seat, white	1,314	14.39	18,908.46

(Continued on page 90)

PMA®

PRODUCT MOVEMENT AUDIT

Giftware Biz

(Continued from page 87)

store shelves.

With Durand now manufacturing in this country and Wheaton expanding its line, the category will become more competitive this year. At the same time, shifting consumer preference—for minimally decorated glassware as opposed to patterns that covered most of the crystal—will intensify interest in the category. Country-look themes—dainty florals and smaller lattice patterns—are among the minimalist decorations discounters will add in

(Continued on page 90)

Ward's New Test

(Continued from page 87)

Specifically, officials at the chain were concerned that Federal antitrusters might consider the program's approach for setting maximum legal fees by participating lawyers to be a form of illegal price fixing.

Those maximum fees for specific legal services will be set unilaterally by a nonprofit foundation established by Montgomery Ward Enterprises. Participation in the Ward prepaid program will be "limited to a number of attorneys sufficient to serve the needs of subscribers," and each must agree to charge no more than the maximum rates set by the foundation's board.

Changing Attitudes

After studying the chain's proposal for more than a year, Baxter told Ward's senior vice president and general counsel Ferdinand Zeni that "as a general matter, we believe the emergence of prepaid legal services programs may benefit the public by making lawyers' services more widely available, and by providing the public with a wider choice of mechanisms for obtaining those services."

Regarding the potential for price fixing, Baxter said that the plan "doesn't appear likely to facilitate collusive behavior among attorneys" because participating lawyers would be ineligible to serve on the fee-setting board and probably "will be unable to exercise undue influence over the board's decisions."

Another Perspective

In addition, he said, the chain's program isn't likely to "eliminate effective competition" among lawyers in any particular market "because the plan's maximum fee provisions will be subject to the full force of competition from nonparticipating attorneys and other legal services delivery mechanisms."

In giving Ward tentative Justice Department approval for the program, however, Baxter warned the chain that Federal antitrusters reserved the right to attack the plan if it ultimately proves to be anticompetitive.

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Everything a baby care department should be.

A proven winner. Evenflo products have over 40 years of infant category leadership.
Complete. Evenflo has the first and only baby care line that includes everything a mother needs: feeding necessities, toys, oral development items and accessories.
Heavily advertised. Maximized gross impressions in the top women's and baby magazines read by millions of young mothers will create awareness and stimulate trial.
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PMA®
PRODUCT MOVEMENT AUDIT

Giftware Biz

(Continued from page 88)

1983.

In addition, combination sets—in smaller groups of 12 and 16, and larger groups of 30-plus pieces—will generate more interest and sales throughout the coming year. In the past the bulk of the business has been in 18- and 24-piece sets.

Retailers will get help from manufacturers in this area in 1983: Combination set packaging promises to be smaller and trimmer, even as manufacturers pack more pieces into a single box.

Also attracting retailer interest in prepacked sets are coffee mugs packaged four and eight pieces to the box.

At the same time, the single-mug sales that were strong in 1982 promise to be good business for discounters in 1983.

Microwave cookware, to date, has been soft in the New England area but looks as if it will catch on as it has in the rest of the country during 1983.

We will be looking at the new Rubbermaid line of microwave items at the Housewares Show.

Rising Trend

In bath shop plastics, discounters will continue to colorize their displays, a trend in evidence this past year at the trade-up chains.

Thus, rather than mixing colors on a single hook, there will be more effort to buy and display goods by color.

High-style and primary colors—and not the weakly received pastel colors introduced at the Housewares Show last January—will be getting the shelf space in 1983.

Elsewhere in the department, basics will hold sway.

In gadgets, for example, basics assortments will be the rule, as buyers opted out of most experiments during 1982. The same is generally true in tabletop, cookware and bakeware, with minor exceptions.

One exception is in SilverStone bakeware.

Many buyers tested the category during Christmas, but at this date, the jury is still out—and major buying decisions won't be made until later in the year.

Income, Biz Soar At Dollar General

SCOTTSVILLE, Ky.—Dollar General reported its net sales for the third quarter ended Sept. 30 were $74,977,000, a 17.7% increase over the same period last year.

Net income, at $2,473,000 for the third quarter, represented a 42.4% increase.

Cal Turner Jr., president, said: "Several positive factors combined to produce excellent third-quarter results. We converted more of each sales dollar to profit. . . . Gross margins improved, and we're particularly pleased with our progress in controlling expenses."

(Continued from page 88)

CLEANING/CHEMICALS

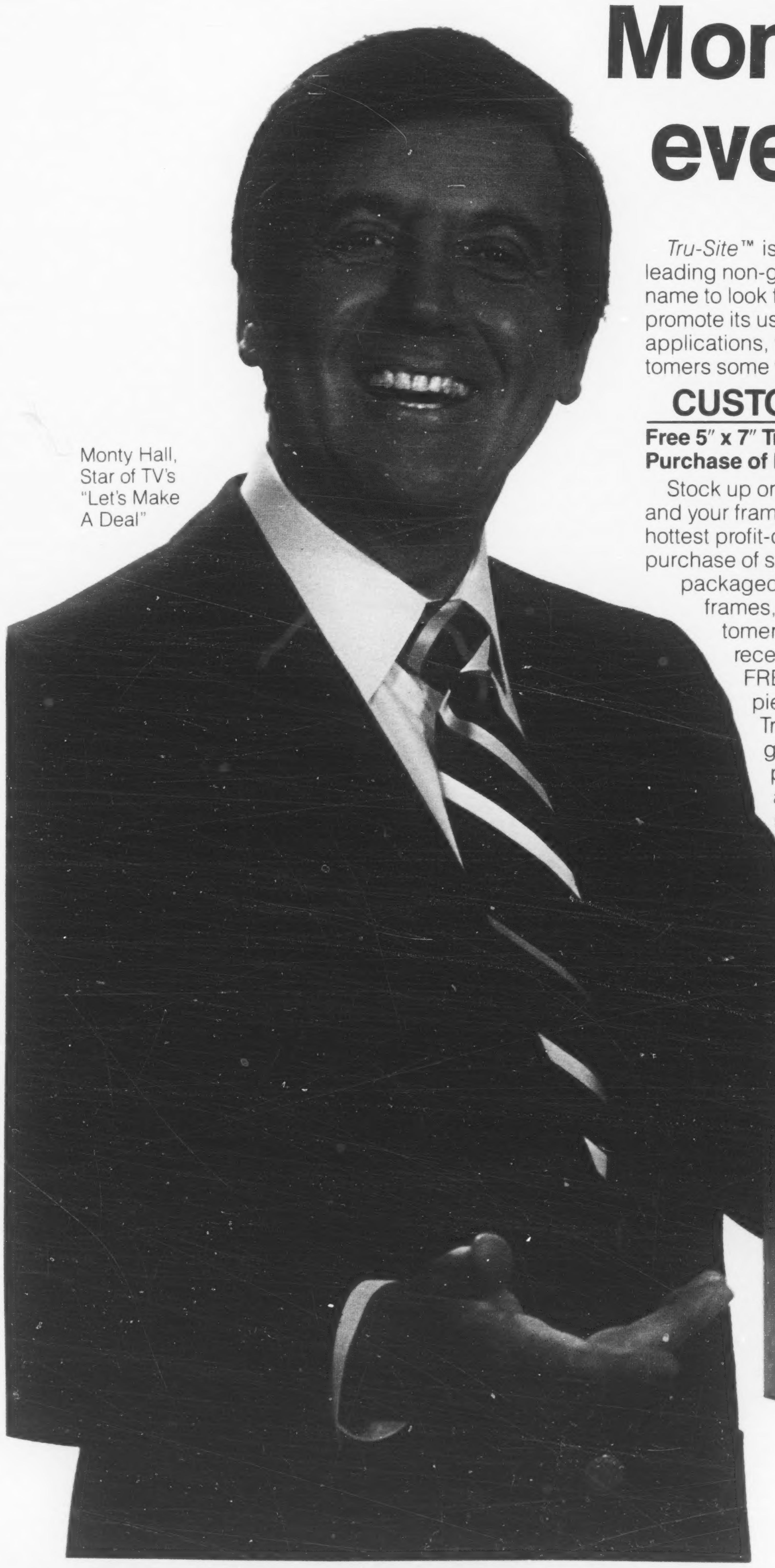
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3M FC4101 16-oz Scotch Guard	9,136	5.93	54,176.48
2	339 Johnson Wax Lemon Pledge 14 oz	14,829	3.14	46,563.06
3	Texize 271 Fantastik 32 oz	11,988	2.51	30,089.88
4	Drackett 293 Endust 10 oz	8,556	3.50	29,946.00
5	Drackett 159 Vanish automatic 12 oz	13,272	2.15	28,534.80
6	327 Johnson Wax Wood Pledge 14 oz	8,856	3.14	27,807.84
7	Drackett 156 Vanish 48 oz	10,959	2.51	27,507 09
8	182 Johnson Wax Future 27 oz	6,036	4.49	27,101.64
9	Scotts A14 Liq gold 14-oz aerosol	6,285	4.31	27,088.35
10	334 Johnson Wax Pledge 14 oz	7,908	3.14	24,831.12
11	Murphy's oil soap 1 lb	10,517	2.24	23,558.08
12	Drackett 154 Vanish auto grn 12 oz	10,212	2.15	21,955.80
13	White M-8 x-14 Mildew Removr 16 oz	6,892	3.14	21,640.88
14	Scotts p16 Liq Gold 16-oz pourable	5,064	4.22	21,370.08
15	Drackett 127 Windex & sprayer 22 oz	7,856	2.69	21,132.64

Source: Figures, for Jan. 1 through Dec. 3, 1982, were supplied by HalMar Distributors, Holyoke, Mass., and cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

READ CLASSIFIED ADS

OXFORD HALL
OXFORD HALL
OXFORD HALL

At Lechmere, Framingham, Mass., varied styles of flatware are displayed atop boxed units for greater visibility and self-service. *(DSN photo)*



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Star of TV's
"Let's Make
A Deal"

Monty packs every frame

Tru-Site™ is the new name for America's leading non-glare picture glass. To make it *the* name to look for in non-glare glass, and to help promote its use for all photo and picture frame applications, we're offering you and your customers some very special deals.

CUSTOMER DEAL NO. 1:

Free 5" x 7" Tru-Site Non-Glare Glass With Purchase of Photo Frame

Stock up on frames with the Tru-Site bonus and your frame department will become your hottest profit-center! With the purchase of specially-packaged 5 x 7 frames, your customers will receive a FREE, bonus piece of 5 x 7 Tru-Site non-glare glass to substitute in the purchased frame, or to use in another frame at home. Through sampling, customers will discover the non-glare benefits of Tru-Site for their treasured photos and pictures—and you'll reap the benefits of Tru-Site's premium profits.

Monty Hall
Star of TV's
Let's Make
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FREE
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5x7 Tru-S
Non Glare
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•Protects photos
pictures
•Resists scratch
UP TO
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REBAT
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FRAME S
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HOUSEWARES

CORELLE DINNERWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	16-4-N 16-pc set, butterfly gold	8.131	25.38	206,364.78
2	16-1-N 16-pc set spring bl, green	6,678	25.42	169,754.76
3	16-6-N 16pc set, Woodland	5,784	25.35	146,624.40
4	16-NN 16-pc set Winter Frost, white	4,499	25.56	114,994.44
5	3216-32 16-pc set, cinnamon	1,438	34.10	49,035.80
6	16-5-N 16-pc set Old Town, blue	1,788	24.89	44,503.32
7	321-34 16-pc set, slate	1,319	33.61	44,331.59
8	3216-33 16-pc set, almond	1,176	33.38	39,254.88
9	3235-32 Dim-IV 35-pc set, cinnamon	377	65.51	24,697.27
10	3216-31 16-pc set, Citrus	635	35.67	22,650.45
11	35-6N 35-pc set, Woodland	444	50.96	22,626.24
12	4020-71 Tradition 20-pc Harvest	478	38.84	18,565.52
13	3235-33 Dimen 35-pc set, almond	277	65.27	18,079.79
14	4020-8 Tradition 20-pc Spice	460	38.86	17,875.60
15	35-4N 35-pc set, butterfly gold	345	51.52	17,774.40

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anchor 992 candle stacks	117,474	1.72	202,055.28
2	Libbey 81227 Crystal Chat stem 24-pc	2,153	12.64	27,213.92
3	Libbey 82482 Chivalry 24-pc set	1,590	13.64	21,687.60
4	Anchor N3600/795 Westwood set/gold	1,902	9.30	17,688.60
5	Libbey 8472 Citation grande 12-pc wine	1,376	11.84	16,291.84
6	Anchor 4512CV bev 4-pk Wexford	3,060	5.28	16,156.80
7	Anchor 3600/794 Westwood set/crystal	1,734	9.28	16,091.52
8	Libbey 82430K Country/Garden gold 24-pc set	30,434	0.52	15,825.68
9	Anchor 1500/8 26-pc punch set	1,874	8.15	15,273.10
10	Libbey 97012 milk bottle	921	15.99	14,726.79
11	Libbey 4-pk-8456 goblet 10-oz Citation	2,502	4.75	11,884.50
12	Libbey 4-pk-8466 wine 6½-oz Citation	2,465	4.75	11,708.75
13	Libbey 4-pk-8469 wine/rouge Citation	2,213	4.75	10,511.75
14	Anchor 4523 butter & cover Wexford	6,492	1.36	8,829.12
15	Anchor W1071 bud vase milk white	12,024	0.73	8,777.52

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Columbia 6605 juicer 18-qt	580	103.92	60,273.60
2	Foley/Asc 1702-79 SilverStone bake rack	1,710	29.81	50,975.10
3	Columbia 0707 canner 7 jar 22-qt	2,951	11.52	33,995.20
4	Columbia 0509 roaster oval 18-lb	3,914	7.76	30,372.64
5	Foley/Asc 489-79 cook/biscuit/silver	4,884	6.02	29,401.68
6	Foley/Asc 297-79 pol 7-pc silver set	989	27.58	27,276.62
7	Ekco 64330/M433 cake pan olbong B/S	7,086	2.90	20,549.40
8	Foley/Asc 480-79 br & loaf pan silver	5,802	3.46	20,074.92
9	Wear-Ever 46030 10" saute pan	1,894	10.46	19,811.24
10	Columbia 0506 roaster oval 7-lb	4,295	4.37	18,769.15
11	Columbia 0508 roaster oval, 12-lb	2,414	7.69	18,563.66
12	Foley/Asc 484-79 12c muffin/silver	5,328	3.37	17,955.36
13	Ekco 64110/M411 cookie sheet Baker's Secret	5,561	3.22	17,906.42
14	Wear-Ever 46014 square griddle	1,563	11.24	17,568.12
15	Wear-Ever 46028 8i" saute pan	1,865	8.97	16,729.05

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	P-1420-8 Counter saver Spice	1,962	21.31	41,810.22
2	P-1420 Counter saver white	1,724	19.56	33,721.44
3	P-1420-7 Counter saver Wildflower	1,544	21.42	33,072.48
4	F260 French white 3-pc set	1,284	17.37	22,303.08
5	A-300-8 Kitchen Starter set	694	31.31	21,729.14
6	F-330 Collection set 3-pc French white	692	29.33	20,296.36
7	P-100 8 Menuette set Spice	846	22.53	19,060.38
8	A-300 Kitchen Starter set	636	27.65	17,585.40
9	A-300-7 Kitchen Starter set	566	30.87	17,472.42
10	P100 Menuette set Cornflower	964	17.61	16,976.04
11	F-2 Covered ov casserole 2½-qt French white	1,029	15.01	15,445.29
12	FL00-7 Menuette set Wildflower	692	22.30	15,431.60
13	P240 Grab-A-Meal 2-pc	1,314	11.00	14,454.00
14	P104-8 Teapot, Spice Of Life	899	15.08	13,556.92
15	P-140 Sidekick set	1,844	6.79	12,520.76

(Continued on page 97)

PMA®

PRODUCT MOVEMENT AUDIT

Chains Give Price Deals Top Priority

By Howard Bobroff
President,
Stem-Nickman Distributing

Three words will form the basis for planning the first half: price, product and promotion.

Discounters will be driving for the lowest possible price deals from manufacturers, and looking for the greatest level of manufacturer support.

Chains are in the market once again for basics. Given the state of the economy, the trade-up trend doesn't have much meaning—if trade-up is translated as moving into higher price points.

Merchandisers' jobs won't be made easy, however, as price increases are expected from the majority of resources in the first half. But, the increases will be relatively small, on selected items in many lines.

Price hikes will be most apparent in glassware, as dictated by price increases in natural gas which is used in production.

With a forecast of little trade-up potential or significant increases in unit sales, the way to make a profit in 1983 will be via controls.

There will be a tightening of inventory, or, more accurately termed, exercising better control over inventory.

Inventory control won't necessarily mean fewer sku's, vendors or products. Proper inventory control will revolve around examination of where the business is and capitalizing on that, cutting back sku's where sales figures don't warrant big assortments, and increasing sku's in areas that do.

In short, discounters will attempt to carry the right inventory levels and the right lines instead of instituting wholesale inventory cuts.

(Continued on page 97)

9-Set Ad

(Continued from page 80)

instead of waiting for another circular or shopping elsewhere."

The result?

"We did very well with this ad," said Granoff. "It proved itself to the people who thought it wouldn't work."

The sets in Bradlees' ad ranged in price from $5.99, regularly $7.99, for 6-pc. stemware sets (Diamont and Regency from J. G. Durand) up to $12.99, regularly $18.99 and $19.99, for 24-pc. beverage sets (Country Garden and Scandinavian from Libbey, Artic from J. G. Durand).

Sets of 24 pieces at lower price points, $8.99 and $9.99, were also included (Lido and Tempo from Anchor Hocking and Whisper from Wheaton).

All the glassware shown in the ad was clear glass—in crystal clear, blue, gold and tawny.

FRESH AS Tupperware.® *
DOLLAR MARKET.

SUPERSEAL

- The #1 retail food saver brand in a growing billion dollar market.
- The most complete retail line—over 75 items.
- High-impact TV advertising—over 293 million impressions a year on every major network.
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HOUSEWARES

PMA
PRODUCT MOVEMENT AUDIT

Price Deals

(Continued from page 95)

Although we don't see any particular areas taking off by leaps and bounds during this new year, there are some growth opportunities.

Microwave cookware has been a growth area, and will continue to grow. Corning and Anchor Hocking are both strong in the category, as the Product Movement Audit shows.

Corning's covered browning skillet continues to be the No. 1 best-seller in terms of dollar movement. Anchor Hocking's bacon rack is ranked second in dollar movement, moving up steadily throughout the year from the fourth place it held in the first-quarter Product Audit Movement.

Anchor's bacon racks overtook Corning's Little Sizzler and Browning Grill, which had been ranked second and third during the first quarter, and rank sixth and fourth, respectively, in the latest audit.

Corning is not only enjoying strength with its microwave-packaged items, but is also strong with merchandise like the French White collection and Grab-A-Meal, which can be used in the microwave oven.

Among the list of 15 top-sell-

(Continued on page 100)

Hard Sell

(Continued from page 29)

Fields said the chain wasn't buying into its current copperware assortment. "It sold well in 1982," he said, "but we think it's time for a change."

Wal-Mart is considering changes in its furniture buying. "Last year we started a direct import program from the Orient. Now, we're thinking of adding some items made in West Germany which will be bought from an importer. We're also shopping more, and using more domestically made merchandise from resources that are considered to be department store resources."

Adding It Up

Target's Little doesn't see any major improvements in the economy. He's nevertheless forecasting heightened customer interest in housewares merchandise that could be called "gourmet" or "trendy."

"Customers are reacting differently," said Little. "They stayed away from typically big-volume Christmas items like gift tins and ceramic reindeer. They're going toward merchandise that has gift and utility characteristics such as boxed glassware sets, stemware, and ceramics."

Target, currently known for selling high-end housewares, plans to make further inroads into that business in 1983.

"Our goal for 1983," said Little, "is to continue the solid business we've built in basics, but we will build on that with gourmet and fashion trend merchandising."

(Continued from page 95)

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	440-49 Bowl set Autumn Harvest 4-pc	1,021	14.04	14,334.84
2	480-49 Casserole Autumn Harvest 3-pc	899	14.94	13,431.06
3	703 Oval casserole 3-qt	1,880	7.07	13,291.60
4	2220F Square cake/basket	2,069	6.27	12,972.63
5	232 Utility dish	2,813	4.54	12,771.02
6	704 Oval baking dish 4-qt	1,691	7.49	12,665.59
7	480-61 Casserole set 3-pc forest	815	15.16	12,355.40
8	233F Utility dish 3-qt	2,106	5.84	12,299.04
9	702 Oval baking dish 2-qt	2,508	4.83	12,113.64
10	300-61 Mix bowl set 3-pc Forest	1,379	8.75	12,066.25
11	3520 Juice jug 2-liter	4,139	2.84	11,754.76
12	440-80 4-pc Mix bowl set Shenandoah	817	14.01	11,446.17
13	684 Casserole 2-qt	2,838	3.89	11,039.82
14	480-80 Casserole set 3-pc Shenandoah	723	15.26	11,032.98
15	22 Cake dish square	3,654	3.00	10,962.00

MICROWAVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Corning MW-A-10 covered browning skillet	2,287	7.68	40,434.16
2	Anchor PM469/T1 bacon rack	7,803	5.00	39,015.00
3	Corning MW-116 set	1,713	22.51	38,559.63
4	Corning MW2 browning grill	1,643	22.27	36,589.61
5	Corning MC-6 divided dish w/cover	2,532	13.62	34,485.84
6	Corning MW-11 Little Sizzler white	2,471	12.78	31,579.38
7	Anchor PM481/T1 versatility pan 1-qt	4,487	5.00	22,435.00
8	Anchor PM444/T1 baking sheet	3,730	5.00	18,650.00
9	Anchor PM447/T1 muffin pan	3,469	5.00	17,345.00
10	Corning MW-83-W covered Menuette browner	1,782	9.20	16,394.40
11	Anchor PM459/T1 bake ring	2,702	5.00	13,510.00
12	Corning MW-360 set	345	38.82	13,392.90
13	Anchor PM479/T1 roast rack	2,677	5.00	13,385.00
14	Corning MW12 pizza crisper	578	22.25	12,860.50
15	Republic 497 corn popper	1,508	7.36	11,098.88

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Foley 824 strainer 5" wood handle	140,775	1.25	175,968.75
2	Rhodes 29046/WC Daisy bell timer	6,685	6.05	40,444.25
3	Swing-A-Way 407-21 can opener port chrm	8,312	3.29	27,346.48
4	Swing-A-Way 107-21 can opener jr port assrtd	9,821	1.64	16,106.44
5	American Family 3000 kitchen scale 25-lb	1,264	10.75	13,588.00
6	Foley 101 food mill family	1,337	9.06	12,113.22
7	Foley 157 can tapper	11,631	1.04	12,096.24
8	Foley 124 peeler	9,803	1.05	10,293.15
9	Foley 247 Fold 'N' Pour dust pan	9,636	1.06	10,214.16
10	Foley 120 pizza cutter	9,042	1.05	9,494.10
11	Foley 1[illegible] rolling pin	2,748	3.39	9,315.72
12	Spring 103 oven therm	5,473	1.64	8,975.72
13	Swing-A-Way 307-21 can opener wall white	2,669	3.30	8,807.70
14	Foley 136 measuring cup set	2,080	4.21	8,756.80
15	Foley 700-72 bast spoon black handle	8,304	1.05	8,719.20

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894 Roughnck ref cont choc	4,582	16.93	77,573.26
2	2882 Refuse containr/avocado	2,892	10.46	30,250.32
3	2965 Laundry basket almond	4,098	4.20	17,211.60
4	2937 Twin turntable sand	4,370	3.58	15,644.60
5	2965 Laundry basket choc	3,569	4.17	14,882.73
6	6032 Dish drainer choc	2,301	5.24	12,057.24
7	2864 Wst baskt/selfclose, chocolate	1,752	6.76	11,843.52
8	1904 Spatula	16,895	0.70	11,826.50
9	8365 Ice cube tray set/2 pk	8,232	1.43	11,771.76
10	6032 Dish drainer almond	2,244	5.21	11,691.24
11	1610 Calico shelf liner gr	5,138	2.25	11,560.50
12	2865 Ice cube tray ice blue	13,944	0.81	11,294.64
13	2862 Ice cube bin/white	5,723	1.97	11,274.31
14	2936 5gl Turntable al/sand	5,387	2.06	11,097.22
15	2850 Wst bskt/lift lid choc	1,602	6.85	10,973.70

(Continued on page 100)

Tear out this Quaker State 1983 promotion planner.

REFINED FROM PENNSYLVANIA GRADE CRUDE OIL
QUAKER STATE
DeLuxe
10W-40 HD
MOTOR OIL
NET CONTENTS 1 U.S. FL. QUART/0.946 LITRE
QUAKER STATE
SUPER BLEND
10W-30 HD
MOTOR OIL
FOR GASOLINE & AUTOMOTIVE DIESEL ENGINES
QUAKER STATE
Sterling
10W-40 HD
MOTOR OIL
QUAKER STATE
30 HD
MOTOR OIL
FOR GASOLINE & AUTOMOTIVE DIESEL ENGINES

1 Six case allowance periods.
$1 off 12/1 quart cases. $2 off 24/1 quart cases.

As follows:
- Jan 15-Feb 15 HD and Sterling Motor Oil
- Mar 1-30 Super Blend
- April 15-May 30 DeLuxe
- June 15-July 15 Super Blend or HD (Choice of one)
- Aug 15-Sept 30 DeLuxe
- Oct 15-Nov 15 Super Blend or HD (Choice of one)

Case orders only. No purchase limit. Advertise Quaker State exlusively, and you'll earn 125% of the ad cost from our 1983 Retail Advertising program.

2 Consumer coupon promotions scheduled for May 15–June 15 and August 15–September 15, 1983.
(Details to be announced)

Save this page. Use it to set your profit plans for 1983. For details, contact your Quaker State distributor or the National Account Department, Oil City, PA., 16301

Quaker State: Pipeline to profits.

HOUSEWARES

(Continued from page 97)

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Fesco 7200 n trashcan 20 gal ch/av	3,268	7.62	24,902.16
2	Fesco 5207 n trash can 32 gal ch/av	1,948	12.46	24,272.08
3	Lustro c 124 c trsh can alum color	1,291	11.49	14,833.59
4	Lustro L-45 decanter/asst 1 gal	6,596	1.90	12,532.40
5	Eagle 6251 food sav oblng 110 oz	5,255	2.07	10,877.85
6	Eagle 3428 cake saver 10 in	2,376	4.31	10,240.56
7	Lustro c-124c reftainer lck cv grn	1,200	7.77	9,324.00
8	Alaba/am pro 60028/70403 dust pan	17,368	0.50	8,684.00
9	Fesco 1080 octag bakt/1½ bu yel	2,679	3.12	8,358.48
10	Eagle 4470 cold cut saver small	4,281	1.95	8,347.95
11	Eagle 5986 jar food saver 72 oz	5,491	1.48	8,126.68

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Selfix 443 portable shower assorted	3,668	6.86	25,162.48
2	Counselor 86N-95 promo scale brown	2,327	8.01	18,639.27
3	Counselor 86N-10 promo scale white	1,902	8.01	15,235.02
4	Counselor 997N-11 caravan oval scale almnd	863	13.90	11,995.70
5	Counselor 410N-90 wick scale brown	922	12.88	11,875.36
6	Selfix C441 shampoo spray assorted	7,333	1.57	11,512.81
7	Counselor 997N-95 caravan oval scale brown	809	13.82	11,180.38
8	Tamor 9978/144A tub hangers assorted	111,594	0.10	11,159.40
9	Counselor 276N-10 handle scale white	924	11.70	10,810.80
10	Gray 1107 king size shower caddy white	2,598	3.98	10,340.04
11	Counselor 410N-10 wick scale natural	742	12.87	9,549.54

(Continued on page 105)

Zayre is working on a new tabletop presentation to highlight its fashion assortment in dinnerware. The chain currently displays boxed sets of dinnerware and flatware together, as shown in Lyons, Ill. (DSN photo)

PRODUCT MOVEMENT AUDIT

Price Deals

(Continued from page 97)

ing Corning items, the French White three-piece set ranked fourth, the French White covered casserole, 2½-qt. size, was 11th and the two-piece Grab-A-Meal 13th.

Also expected to be good an item for Corning this year is its top-of-range percolator, which the manufacturer discontinued but put back into the 1983 line.

In bakeware, we believe the new SilverStone sales are destined to be a plus business; Ekco's Baker's Secret line will continue to have a healthy share of the market.

In the cookware Product Movement Audit, Ekco's Baker's Secret oblong cake pan continues to be ranked seventh. The Baker's Secret cookie sheet is ranked 13th, losing a little strength during the year from its eighth-place ranking in the first quarter.

Columbia and Foley items have jetted to the top of the cookware list, with Columbia's

(Continued on page 105)

Bonus Bucks Found Gaining In Importance

NEW YORK—Bonus payments have increased in importance in the total compensation package at both the management and executive level in the retailing industry.

This trend is one of the key findings in the recently released study on executive compensation conducted by the National Retail Merchants Association (NRMA).

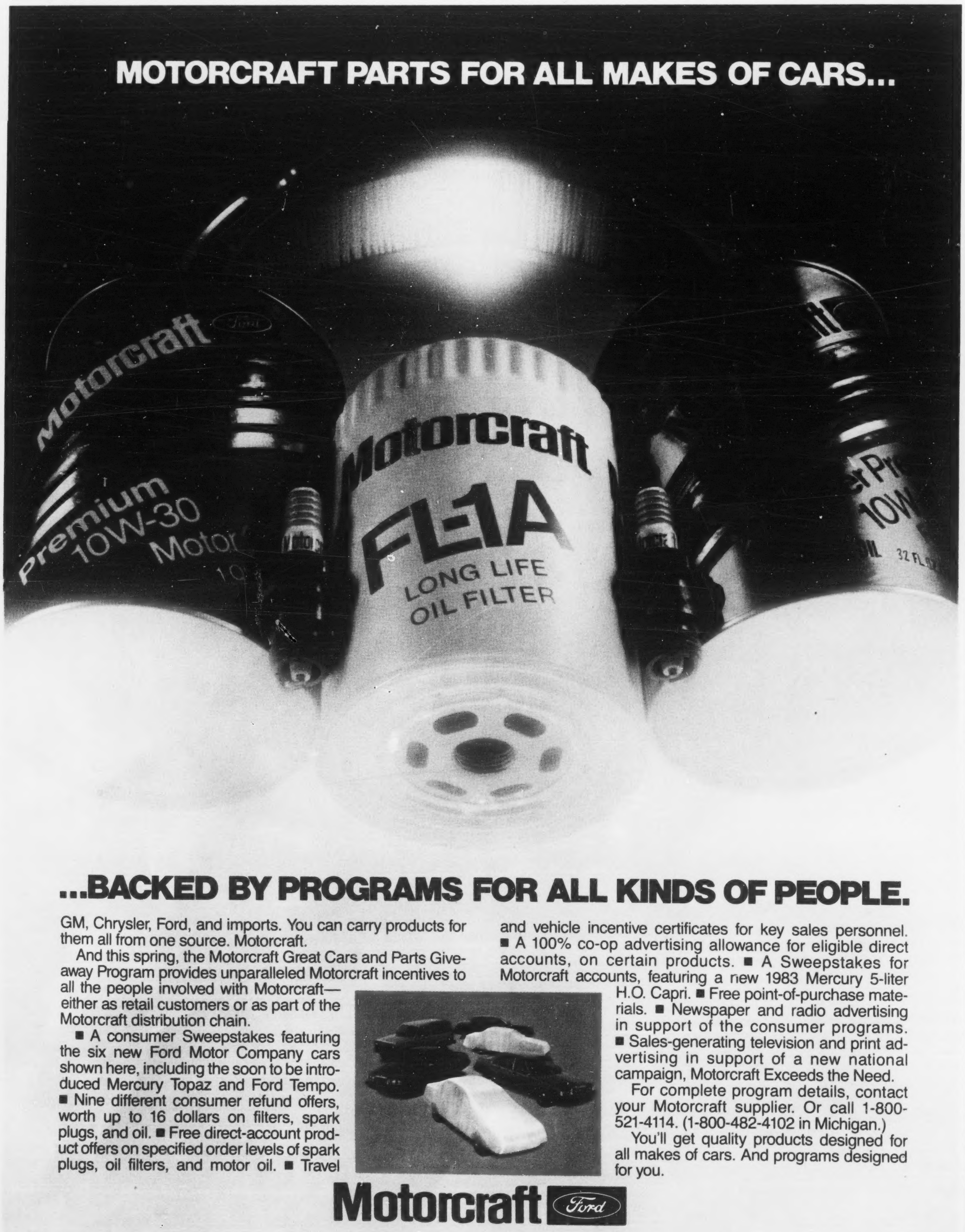
Since the last survey was conducted by NRMA in 1980, 66.5% of the top retailing positions at both corporate and divisional levels are eligible to participate in bonus plans—an increase of more than 6% over 1980.

At the corporate level, 81.4% of the 19 top positions surveyed are eligible for bonuses. Approximately 75% of the incentive plans for this group are based upon a financial performance standard and/or individual performance objectives. The maximum bonus payable in public firms expressed as a per cent of base salary falls into the 22%-25% range.

Titled *Executive Compensation Survey of the Retailing Industry*, the survey compiles and classifies data from 109 firms including: department stores, specialty stores, specialty store chains, general merchandise chains, discount stores, home improvement chains, and catalogers. Sales volume of firms participating ranges from under $10 million to the largest national chains. The collective volume of the firms surveyed is $88 billion.

Data is presented in tabular and graphic format for 16,000 incumbents in more than 70

(Continued on page 111)



MOTORCRAFT PARTS FOR ALL MAKES OF CARS...

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And this spring, the Motorcraft Great Cars and Parts Giveaway Program provides unparalleled Motorcraft incentives to all the people involved with Motorcraft—either as retail customers or as part of the Motorcraft distribution chain.

■ A consumer Sweepstakes featuring the six new Ford Motor Company cars shown here, including the soon to be introduced Mercury Topaz and Ford Tempo. ■ Nine different consumer refund offers, worth up to 16 dollars on filters, spark plugs, and oil. ■ Free direct-account product offers on specified order levels of spark plugs, oil filters, and motor oil. ■ Travel and vehicle incentive certificates for key sales personnel. ■ A 100% co-op advertising allowance for eligible direct accounts, on certain products. ■ A Sweepstakes for Motorcraft accounts, featuring a new 1983 Mercury 5-liter H.O. Capri. ■ Free point-of-purchase materials. ■ Newspaper and radio advertising in support of the consumer programs. ■ Sales-generating television and print advertising in support of a new national campaign, Motorcraft Exceeds the Need.

For complete program details, contact your Motorcraft supplier. Or call 1-800-521-4114. (1-800-482-4102 in Michigan.)

You'll get quality products designed for all makes of cars. And programs designed for you.

Motorcraft Ford

HOUSEWARES

PMA®

PRODUCT MOVEMENT AUDIT

Price Deals

(Continued from page 100)

18-qt. juicer taking first place and Foley's SilverStone bake rack coming in second.

In the first quarter, the Wear-Ever Preferred seven-piece set was ranked as the top dollar movement unit, but during this audit it fell from the top 15 list. Columbia's 7-jar, 22-qt. canner, which had ranked second early in 1982, dropped one place.

In the dinnerware category, Corning's new Cornerstone entry should do well. The product is right, but it is a little high priced.

We are encouraging customers to tie their programming to Corning's national promotion of the product line.

More Winners

Corelle 16-piece sets, including Butterfly Gold, Spring blue/green, Woodland, Winter Forest and Cinnamon continue to hold the top five slots in the dinnerware lineup. But, the entire top 15 ranking underwent little change from the beginning of 1982 through year's end.

Meanwhile, the glassware lineup looks very different than it did at the beginning of the year.

The current audit shows Anchor candlesticks topping movement.

During the first quarter of 1982, top places went to Houze's Pac-Man mug, followed by Anchor's 4-pack Wexford beverage, and Libbey's milk bottle.

A Closer Look

Anchor's Westwood in gold and crystal moved up several notches during the year, coming in at fourth and seventh places, respectively.

Total business with Rubbermaid was up in 1982; this key line kept up a steady flow of strong items and timely, good promotions.

At the top of the chart in Rubbermaid items, refuse containers continue to nail down top dollar movement.

Coming on strong is the almond laundry basket, which moved from 15th place at the beginning of 1982 to third place at year's end, and the spatula, moving from 12th to eighth place.

Schultz Joins Dayton Hudson

MINNEAPOLIS—Robert W. Schultz has joined Dayton Hudson as assistant controller.

He will report to Michael M. Pharr, senior vice president and controller.

Schultz will be responsible for the control liaison with the Dayton Hudson operating companies, and coordinate the control aspects of corporate acquisitions.

He was vice president and controller of Joseph Magnin Inc., San Francisco, retailer of men's and women's apparel, for the past two years.

Increased promotions on items retailing between $5 and $10 appeared in housewares departments such as Wal-Mart's, Rogers, Ark., during 1982. The strategy will prevail at most chains this year. (DSN photo)

(Continued from page 100)

CLOSET

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Lee/Row 3x80 skirt hanger set of 3	12,887	1.97	25,387.39
2	Lee/Row 3x50 skirt rack	6,024	3.05	18,373.20
3	Tamor 2280/3/2210/3 plstc suit hanger	12,402	1.34	16,618.68
4	Lee/Row 3x19 skirt & blouse hanger	7,992	1.97	15,744.24
5	Corr-Pak W 2410/WSB storage chest	10,656	1.41	15,024.96
6	Lee/Row 3x6/3x34 wd trouser hanger	7,631	1.75	13,354.25
7	Lee/Row 3x89 overdoor hanger	6,044	2.18	13,175.92
8	Corr-Pak W 2806/WUB under-bed chest	8,111	1.41	11,436.51
9	Corr-Pak W 2112/WSB 4-drawer chest	1,511	6.80	10,274.80
10	Lee/Row 3x66/3x65 garment rack	915	11.09	10,147.35
11	Lerner 7400 sweater box plastic 16x11x7	2,173	4.09	8,887.57
12	Lee/Row 1567 storage closet w/bag	359	23.52	8,443.68
13	Lee/Row 3x5 blouse tree 6-tier	3,540	2.36	8,354.40

HOUSEHOLD CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3M-4101-16 3M Scotch Guard 16 oz	6,939	4.42	30,670.38
2	Willert xE20/5168 moth balls 1 lb	31,343	0.92	28,835.56
3	Texize 271 Fantastic w/spray 32 oz	23,271	1.20	27,925.20
4	Drackett 293 Endust aero 10 oz	11,666	2.21	25,781.86
5	Boyle 6220 Woolite s/c rug clr 22 oz	9,903	2.46	24,361.38
6	D-con Ready Mix-Rat/mse 1 lb	11,379	2.05	23,326.95
7	Johnson 0182 Future 27 oz	6,381	3.38	21,567.78
8	Murphy 32 oil soap; liquid 32 oz	10,557	2.00	21,114.00
9	Drackett 120 Drano	8,516	2.47	21,034.52
10	Drackett 116 Drano stren	14,951	1.39	20,781.89
11	Johnson 0339 Lemon Pledge 14 oz	8,515	2.42	20,606.30
12	Johnson 0183 Future 46 oz	3,914	5.00	19,570.00

Figures, for Jan. 1 through Dec. 4, 1982, were supplied by Stem-Nickman Distributing, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

1001 HOME IDEAS
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Closet Maid® will be impressing your customers 40 million times this year.

Forty million impressions don't come easily. It takes a major program. And that's what we have for Closet Maid. A major consumer advertising effort to stimulate demand where it counts — in your store.

We'll be in consumer magazines like Womans Day, Family Circle and Better Homes & Gardens. And the message will be simple: "Make the most of the space you already have; it's in short supply in today's homes and apartments." We'll be educating consumers about Closet Maid systems, including shelves, racks and baskets.

Don't miss out on forty million impressions. Get your share of the booming storage market. Act today and we'll discuss a program that will help you tap the full potential of this category. For more information on trade programs call or write: Clairson International, Consumer Products Division, 720 S.W. 17th Street, Ocala, Florida 32674. (904) 732-8734

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16K RAM EXPANDER
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Home Is Where the Computer Is

Caldor promotes the Timex/Sinclair 1000, peripherals and software in a freestanding display unit in its West Paterson, N.J., store. *(DSN photo)*

Late Yule Biz Surge Yields Mixed Results

Nationwide DSN Survey

Shoppers waited until the last minute, but in the end there was a Christmas—although with mixed results.

The last-minute buying surge was strong enough at many chains to push volume over monthly quotas. But, almost everyone said they were cherrypicked by bargain-hunting shoppers.

In some cases, Woolco's going-out-of-business sales made business that much harder for both discounters and catalogers.

A spokesman for the H. J. Wilson showroom chain acknowledged his company's Sunbelt stores were affected by GOB sales—as well as by discounters' sharp price promotions.

The holiday produced strong apparel sales at discount chains including Zayre, Bradlees and Danners. For catalogers, consumers' increased purchases of practical apparel items as gifts hurt December sales. But, catalogers and discounters reported fast movement in jewelry, video cassette games and personal computers.

K mart chalked up a modest sales gain of 0.8% for December after reporting declines of 3% to 4% for the previous four months.

Sales of over $2.7 billion for the five weeks ended Dec. 29 represented a significant improvement, according to company chairman Bernard Fauber, "especially when compared with the strong 18.4% increase for December 1981," he added.

Fauber and most other execs said the sales pickup in the final 7-10 days before Christmas followed the trend seen during the previous two years.

The holiday produced strong sales of apparel, jewelry, video cassette games and personal computers.

At Bentonville Ark.-based Wal-Mart, same-store sales increased by 8%. Chain volume for December climbed by 26% to $507 million based on sales at 552 stores compared to 491 units in December 1981.

At Massachusetts-based Zayre, chain volume for the five weeks of December increased by 18.% to $353.7 million

Steadily building business in the chain's northeastern stores offset weak sales in southern areas, explained a chain spokesman. Especially strong sales were garnered in men's wear and kerosene heaters.

Christmas volume was flat at many catalogers such as Best Products, which couldn't benefit from healthy apparel sales. (Best's recent acquisition of the Modern Merchandising and Basco showroom chains pushed volume for December up to $474 million from $264 million a year earlier.)

Since the two acquired chains combined did about $173 million in December of 1981, and Best increased its store base by 7% in 1982, real per-store sales growth was under 1%.

The smaller, Miami-based Luria & Son showroom chain didn't break out December sales results. But, a spokesman for the chain did say strong sales during the final week before Christmas plus a good post-Christmas business helped the chain chalk up a 15.4% gain for the three months ended Dec. 31. Volume at the chain reached $51.9 million for the quarter.

Luria had conservative inventory levels for the Christmas season, and enjoyed a good sell-through—especially in higher-ticket diamond jewelry, silver, and giftware, according to the spokesman.

Regional discounters such as Danners and Pamida also kept a tight hold on inventory levels this Christmas.

Although figures weren't in at presstime, Pamida's vp of finance Ron Curtis estimated the chain's Christmas sales were about 7% ahead of the 1981 figures. His estimate for same-store growth was closer to 8% or 9%.

Curtis said executives monitored business twice a week during the Christmas selling season to see if additional markdowns were war-

(Continued on page 124)

Many Discounters Will Pass Up The 1st Winter Hardware Show

LAS VEGAS—Vendors gambling on a strong retailer turnout at the first-ever winter hardware show here are betting against the odds, as much of the discount industry plans to skip the show.

Attendance from catalog showroom chains will also be spotty, with Best Products to send little representation, if any; H. J. Wilson planning to pass, and L. Luria & Son not in the category. In the home center industry, representation will also reportedly be light and skewed to western companies.

In addition, large vendors such as Stanley Tool, Glidden Paint and Moss Manufacturing (maker of ceiling fans) weren't scheduled at presstime to be represented at the event, called the Winter National Hardware and Home Center Show, to be held Jan. 31-Feb. 2.

There will be representation from large chains such as Zayre and medium-sized chains such as Heck's, but among those discounters not attending will be

THE WINTER NATIONAL HARDWARE AND HOME CENTER SHOW
NATIONAL HARDWARE SHOW

Cook United, Rose's, Murphy's Mart, Jamesway, Pamida, ShopKo and S. E. Nichols, many of which are chains with a significant stake in DIY and home improvement categories.

Discounters and catalogers planning to skip the show cited two key problems: poor timing and duplication of merchandise at other shows. Some, such as Cook United and Pamida, plan to attend the Home Center Show in Dallas (Feb. 28-March 3).

"We see a lot of the same merchandise at the [January] housewares show, and feel there will be too much crossover for us," a Murphy's Mart senior buyer said. "We're not going because we don't think the expense could be justified. If the show turns out to be a big thing, then maybe in the future we'll go, but not now."

However, at least one chain, Heck's, regards possible crossover with merchandise at the housewares show differently:

"We have been going to the housewares show, but there's not too much there for us," a Heck's spokesman said, "so we are scheduled to go to the Las Vegas show. If this works out for us, we will skip the housewares show in the future."

Heck's has scheduled two hardware buyers plus at least one other representative to attend the winter hardware show. They will be looking "for anything in late summer and fall goods, or even May-June goods that could be shipped right away."

In bug lights, for instance, a

(Continued on page 17)

Analyst Calls Moody's Action 'Hindsight'

Lowered K mart Debt-Rating Minimized

NEW YORK—Wall Street has discounted the downgrading of K mart's debt rating.

Standard & Poor's is expected to lower its rating of the discounter's senior and subordinate debt and commercial paper after having had K mart on its credit watch since mid-November 1982.

Moody's Investors Service last month lowered its rating of K mart's senior and subordinate debt but retained its high Prime 1 rating for the discounter's commercial paper.

The discounter's senior debt rating at Moody's went to A2 from Aa3, while the subordinate debt ranking dropped to A3 from A1.

A Moody's source said that the short-term commercial paper debt matures in a few months and K mart's successful inventory control efforts have reduced its short-term borrowing.

The discounter's long-term debt is weaker because of "deterioration that has occurred in K mart's fundamental position in retailing as a result of merchandising problems and increased competition."

One Wall Street analyst summed up the lack of a market reaction to Moody's downgrading because of previous drops in the discounter's stock to its mid-20's price (at presstime).

Moody's downgrading was "basically hindsight" that reflects past poor earnings, the analyst said, adding the market has already discounted K mart's problems.

Moody's lowered the debt rating just as K mart reported a big jump in net income to $30.1 million for the third quarter, its best quarterly performance for the latest fiscal year.

K mart chairman Bernard M. Fauber expressed confidence that Moody's would re-

(Continued on page 124)

Newspapers' Retail Rates Up 12.7% For 12 Months

NEW YORK—Daily newspaper retail rates in the top 20 markets rose an average of 12.7% for the 12 months ended October 1982.

Philadelphia showed the greatest increase, according to a study by Pinpoint Marketing, New York, a co-op advertising computerized auditing and marketing service.

Ad Costs Compared

The latest semiannual issue of the firm's publication, *Retail Rates—Daily Newspapers*, reports on the local open retail rates of over 3,000 daily newspapers and special editions. In its breakout of the top 20 ADI markets covering a total of 392 newspapers, it reports Philadelphia showed the greatest increase with a 24.78% rise in rates. The Washington, D.C., area was second with a 19.68% rate hike. Seattle-Tacoma was third with an 18.75% rise. St. Louis had the smallest increase: 5.97%.

The latest 12-month CPM index using a standard 10-in. ad showed New York the most cost efficient in this category with a 0.74 rating on a variation of 1.00 index based on the averages of all daily newspapers in the 20 major markets. Minneapolis/St. Paul and Baltimore news-

(Continued on page 114)

Rate Rises By Area

Market Area	Percentage Increase/ Oct. '81- Oct. '82 Based on local open rates per column inch
Philadelphia	24.78
Washington, D.C.	19.68
Seattle/Tacoma	18.75
Chicago	17.99
Miami	16.72
Detroit	15.45
San Francisco	13.64
Denver	12.76
Atlanta	12.62
Cleveland	10.67
Pittsburgh	10.61
Baltimore	10.53
Tampa/St. Petersburg	10.48
Dallas/Fort Worth	10.44
New York	10.25
Los Angeles	10.10
Houston	9.82
Boston	9.67
Minneapolis/St. Paul	8.82
St. Louis	5.97

The average increase for all 20 markets was 12.76%.

Source: Pinpoint Marketing

BEST AVAILABLE COPY

Systems Solution to Merchandise Planning

(Continued from page 112)

For example, "what happens to my monthly OTB if:

- sales fall 15% short of my plan;
- I lower my opening inventory;
- management restricts me to 6 WOS;
- I cancel half of my April order, or
- I achieve double June's sales plan with a successful promotion?"

Without a system, the manual computations required consume so much time that such exploratory questions are rarely asked. Buyers are left with only their intuition to cover these real possibilities in their buying plans.

Step 4
Revise Plan During Season

Once the season is in progress, actual sales, inventory and current order figures should update the plan each week. Planned figures are the prediction; actual figures the reality. Open-to-buy and resultant buying decisions must be based on the most current reality.

As in the case of revision before season, updating the plan with actuals affects calculations in months other than the current month. Figure 2 continues the XYZ Co. example from Figure 1, but shows actual results for the preseason period and February.

Although updates have been made only through February, OTB has changed for March from eight to 21. Actual WOS and S/S figures are computed and reported, enabling the buyer to compare plan to actual and to spot trends in progress.

In Figure 2, actual sales are exceeding the plan, and we appear to be headed for a stockout in straight-leg jeans. If the buyer believes this trend will continue, he can quickly use the MPS revision tools described in Step 3 to raise his sales plan and compute the corresponding increased inventory and OTB while there is still time to place orders with his jean vendors. As in the previous steps, the computer is indispensable in:

- collecting actual figures from other company systems;
- updating the planning reports automatically;
- computing and reporting resultant changes in WOS, S/S ratio and OTB;
- helping the buyer revise plans based on the latest selling performance.

MPS Refinements

The MPS presented in our example is a simple model. Several refinements can be introduced to provide additional tools to the buyer/planner.

First, planning can be done in dollars instead of units. For dollar planning, markdowns, discounts and shortages must be added to the system. A second refinement reports additional data, such as ratios of actual-to-plan, last year to this year, and per store averages. With a third enhancement, one can introduce vendor lead-time into the system and report not only *how* much to buy but also *when* to buy.

The Microcomputer

MPS' don't always require large computers. We worked recently with a major ladies apparel chain that made very effective use of a simplified MPS on a personal computer. The system enabled the firm to reduce excessively high inventories. While working with this smaller system, management also refined its requirements for a more comprehensive MPS on the mainframe.

Computers and Buyers

Whether on a microcomputer or a mainframe, merchandise planning is essential to controlling a company's buying activity. With intelligent use of a computerized MPS, buyers are freed from the chore of sifting through and manipulating mountains of data. They can, instead, concentrate on the qualitative and creative aspects of their job.

The Discounter Management Development Series is created for DSN *by Touche Ross & Co. under the direction of Randy L. Allen, national services director for retailing. The firm is a "Big Eight" international public accounting, tax and management consulting company.*

About the Authors . . .

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Discounters' New Lineup

(Continued from page 10)

ton, Del., are the major vacant markets between New Jersey and the Baltimore and Washington areas. Bradlees—and Caldor—are believed to be considering shut Woolcos in the Greater Philadelphia Area to fill the gap.

It seems likely that the major problems that affected Memco's ability to be successful will not affect Bradlees.

Memco stores have food departments which fared poorly in recent months, especially in the Washington areas, where Memcos could reportedly muster only a 3% share of the grocery store market dominated by Giant and Safeway.

Buffington said Memco didn't have enough stores to support a food warehouse and distribution center, forcing Memco to buy from "wholesalers rather than our own food support operations," which is more costly.

Another problem was Memco's territory, geographically distant from company headquarters, which caused "overhead higher than our normal operations," Buffington added.

Bradlees, in contrast, "won't operate any food stores" at the ex-Memco sites, according to a spokeswoman.

"It's possible that in certain stores where the design permits, a portion of the building could be leased to a food operator," she said. At presstime, Bradlees' officials said they weren't engaged in negotiations with grocery chains.

The Bradlees stores, which normally occupy 95,000 sq. ft. including a 10,000 sq. ft. mezzanine, will be scaled down in size from the Memco configuration. In addition, Bradlees plans to hire about 1,300 persons for the 13 stores, which Memco operated with approximately 2,000 workers. The "great majority" of Memco workers are slated to lose their jobs with the exception of some administrative and managerial employees, said Buffington.

Location of Units

The 13 Memcos are in Rockville, Oxon Hill, Camp Spring, Hyattsville, Greenbelt, West Baltimore, Dundalk and Columbia, Md., and Reston, Fairfax, Annandale, Beacon Hill and Richmond, Va.

The Richmond store joins Bradlees' other unit there.

CPM Index Variations

Market Area	Variation from Index (1.00 is average of all markets)
New York	0.74
Minneapolis/ St. Paul	0.75
Baltimore	0.85
Miami	0.86
Denver	0.88
Atlanta	0.91
Washington, D.C.	0.95
Detroit	0.95
Chicago	0.97
Tampa/ St. Petersburg	0.97
Dallas/ Fort Worth	1.00
Cleveland	1.01
St. Louis	1.03
San Francisco	1.13
Houston	1.14
Philadelphia	1.21
Seattle	1.26
Pittsburgh	1.35
Boston	1.36
Los Angeles	1.55

Source: Pinpoint Marketing

Rates Up

(Continued from page 3)

papers were runners-up with 0.75 and 0.85 ratings, respectively. Los Angeles topped with CPM list with 1.55 followed by Boston at 1.36 and Pittsburgh with 1.35.

Pinpoint Marketing processes over $100 million in cooperative advertising claims for a diverse roster of companies. Its *Retail Rates—Daily Newspapers* study was developed four years ago in cooperation with the Association of National Advertisers and is issued biannually.

TSS Gets It All Together

Times Square Stores unveiled a new coordinated look for domestics in its Bronx, N.Y., unit. Bed vignettes feature the sheets, pillowcases, comforters and dust ruffle goods shown in bins and gondolas. *(DSN photo)*

Caldor Reportedly Deals

(Continued from page 1)

Caldor is also reportedly going after the former Two Guys in Coram to give it six stores on Long Island.

The closing of the eight Woolcos and three Two Guys during the past 18 months are key elements in the discount store shrinkage on Long Island that has also seen the shutting of seven Korvettes three years ago and three Mays last year. Great Eastern, Floyds and Masters also were in the market at one time.

Times Square Stores remains the dominant discounter on Long Island with nine company-run stores, while Modell's Shoppers World has five lessee-operated units.

Alexander's and Brents each have two stores on Long Island.

The cataloger competition includes four Service Merchandise and 16 small Consumers Distributing showrooms.

Kelly Dissects Price-fixing

(Continued from page 14)

sive location clause for distributors for this particular electronic product; in a famous footnote the court clearly stated that any retail price setting would be a per se violation of law.

Administration officials concede that the law presently prohibits retail price-fixing; opponents say that their economic analysis (unsupported by any empirical data or statistical studies that we have seen) suggests that the Supreme Court has been wrong for 70 years, as has the Congress, which should be asked to look at the situation if the courts cannot be convinced of the error of their ways. The catalog showroom industry agrees that this is an issue for the Congress to address but that the law of the land should be upheld.

We anticipate working with all interested persons and associations, in presenting the argument against retail price-fixing to the new Congress in early 1983. Consumer groups have advised that they will support us. We invite anyone and everyone who believes that efficient distribution of mass merchandise products requires a discount retail segment to join in this effort in presenting the case to the Congress.

Buyer Skills

(Continued from page 9)

"We feel our buyers are already skilled," she explained. "This new program is designed to focus on planning for a meeting and evaluating a vendor. We want our buyers particularly skilled on meeting the needs of the vendors."

Important Role

Kathy McGinniss, vp of development and training at Gold Circle, noted while the point of the programs is to get better terms on buys, they are not designed to teach buyers how to beat vendors down.

"We are talking about polishing skills for a long-term benefit—and saving," McGinniss said.

At Zayre, Kayden has a more strategic approach. "We don't want this to be an event. We want it to be a long-term, ongoing process. The way to go about it is to have the divisional merchandise managers commit to follow up on implementation of the skills taught."

Buyer training will be followed by a series of meetings between divisional merchandise managers and buyers to discuss and evaluate specific skills and track their use.

Catalog Dinner Will Honor 14

NEW YORK—The annual B'nai B'rith Youth Services/St. Jude Children's Research Hospital catalog dinner will honor 14 industry leaders cited in the past decade.

The dinner will be held July 31 at the Grand Hyatt Hotel in New York.

HOUSEWARES

Discounters' Cookware Lead Thinned in 1st Half of '82

WILMINGTON, Del.—Discounters' dominance of the total cookware market slipped slightly during the first half of 1982, according to Du Pont's latest market survey.

The survey showed chains continued to hold top market position, but dropped in share from the 30% noted during the first half of 1981 to 29% for the first half of 1982.

Drew Dutton, Du Pont's marketing manager for Teflon/SilverStone finishes, said the one-percentage-point decline, however, "isn't significant" in the overall picture.

For the 1981 period, Dutton pointed out discounters managed to gain a percentage point in the second half to give them a year-end 31% market share. Therefore, first-half 1982 figures aren't the final word on how chains will fare at year's end, he said.

The trend during the past few years, as tracked by Du Pont, showed discounters dropping from a 31% share in 1979 to 30% in 1980, and moving back up to 31% in 1981. The Du Pont study also pointed to slight increases coming from other segments of the marketplace, including department and food stores, which could be gaining at discounters' expense.

Department stores, evidencing high promotional activity during much of the period, increased their market share from 16% in the first half of 1981 to 17% in the first half of 1982. During the same period, food stores, which have been widening their cookware assortments, boosted their share slightly from 10% to 11%.

The trend during the past three years, as tracked by Du Pont, showed department stores upping their market share from 14% to 16% between 1979 and 1980, then holding steady during 1981.

Food stores, with a 9% share in 1979 and 1980, increased to 10% in 1981.

Du Pont's study also showed market fragmentation, however, based on the manufacturer's introduction of separate trackings for direct mail, gourmet/specialty retailers and TV offerings in the second half of 1981.

Also during the second half, Du Pont began tracking K mart's performance.

Although figures for the first half of 1982 won't tellthe whole story, a comparison with 1981 shows: Gourmet/specialty stores held steady at a 3% share; direct mail was up a percentage point to 4%; TV offerings got less than a 1% share.

K mart's first-half 1982 share was pegged at 8%, up from 7% in the second half of 1981.

Comparing first-half performance with the total 1981 figures, declines also appeared for catalog showrooms, down two percentage points to 5%; home centers/hardware stores, down a point to 5%, and drug and variety segments, down a point to 4%.

Further Considerations

Catalogers, after slipping from 8% to 7% from 1979 to 1980, held steady at 7% in 1981. Home centers/hardware segments with 7% in 1979 and 1980, slipped to 6% in 1981. Drug and variety stores have been uneven, going from 5% in 1979 to 6% in 1980, and back to 5% in 1981.

In a breakdown of categories, discounters' biggest declines in share have been noted in portable electrics. After increasing from 34% to 36% in the category from 1979 to 1981, they held only a 33% share for the first half of 1982.

Department stores held steady at 15% in portable electrics. Food stores, with a 2% share for several years, showed a decline to 1%. For catalogers, who went from 14% to 17% between 1979 and 1981, first-half sales also showed a decline, to 16%.

Discounters' top-of-range sales also are off. First-half share of 25% was down 26% in 1981.

Department stores, Sears, Ward and Penney, meanwhile, showed slight increases in top-of-range during the first half.

In bakeware, discounters also appeared to be off slightly, with 31% in the first half, compared to 32% in 1981. Chains had held a 32% bakeware market share in 1979, then declined to 29% in 1980.

Bakeware during the first half was steady at department stores; up at food stores, and down at Sears, Ward, Penney, and drug/variety segments.

Retailers' Share of Cookware Sales

Trade Class	1977	1978	1979	1980	1981	1st Half 1981	1st Half 1982
Discounters	28%	28%	31%	30%	31%	30%	29%
K mart*	—	—	—	—	—	—	8
Department Stores	14	14	14	16	16	16	17
Food Stores	11	12	9	9	10	10	11
Sears/Wards/Penney	11	10	10	8	10	9	10
Catalog Showrooms	5	5	8	7	6	6	5
Home Centers/Hardware	4	4	7	7	6	6	5
Drug/Variety Stores	11	9	5	6	5	5	4
Gourmet/Specialty*	—	—	—	—	—	—	3
Direct Mail*	—	—	—	—	—	—	4
TV Offer*	—	—	—	—	—	—	1
All Others	16	18	16	17	11	16	11

**These retail segments weren't tracked by Du Pont until the second half of 1982. K mart's share is also included in the total discount market share.*
Source: DuPont Marketing Research.

Two Take A Shine to Copperware

Copper cookware and accessories, such as kettles, decorative molds, canisters and measuring cup sets, have been one of the major merchandise components of the "country" or Americana look. At the fall opening of its new prototype store in Green Bay, Wis., Prange Way (top) put the spotlight on its copperware assortment by displaying it in a wood slat fingerwall in the hostess/serving section of the housewares department. In its Dedham, Mass., store, Lechmere (bottom) featured copperware, boxed individually and as sets, on natural wood parsons display tables. The majority envision the country look as a continuing trend in housewares during the first half of 1983. But, merchants at Wal-Mart believe copperware has run its course and don't plan to add to this year's assortments. *(DSN photos)*

COOKTIME
COOKWARE by Ken Carter

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HOUSEWARES

Americans Drinking Less Coffee, Study Finds

The voracious coffee consumer still exists but, according to a recent study conducted by the International Coffee Organization, overall the coffee-drinking public is shrinking.

Americans today are drinking less coffee than ever before. In addition, when they do choose coffee they are opting more often for instant and decaffeinated alternatives than for brewed coffee. More significantly, greater numbers of consumers are giving coffee up entirely.

The I.C.O. study, "Coffee Drinking Study, Winter, 1982," which polled 7,500 people aged 10 and up, also revealed:

- Daily coffee consumption has declined 40% in the last 20 years, from a high of 3.12 cups consumed per coffee-drinking person per day, to a low of 1.90 cups in 1982.

The rate of decline, however, was slower in 1982 than it was in the two previous years. Coffee consumption dropped 1% per person from 1981 to 1982, compared to a 5% decline in consumption between 1980 and 1981 and a 2% dropoff from 1979 to 1980.

Key Changes

That drop in consumption was mainly in the area of brewed coffee; today more people are drinking instant coffee than ever before. Instants now account for 30% of all coffee consumed in the United States, including decaffeinated coffees.

- The number of people consuming coffee in all age groups has declined since 1962, with the number of coffee drinkers in the 20- to 29-year-old group decreasing most dramatically—by 38%—in the past two decades. In 1962, 81% of this age group drank coffee, compared to 43% in 1982.

Use of Coffee-Making Products

Product	% Using 1975	1980	1981	1982	% Change 1975-82
Electric percolator	51	28	27	24	−27
Electric drip	7	47	49	52	+45
Regular percolator	24	12	12	10	−14
Drip pot	9	7	6	7	− 2
Filter cone	4	3	3	4	—
Steeping pot	3	2	2	2	− 1
Vacuum coffee maker	2	—	1	—	− 2

Source: National Coffee Assn.

Gaining in popularity since 1975, electric drip coffeemakers now make more than 50% of the coffee brewed at home. Their growth has largely been at the expense of percolators—electric and regular.

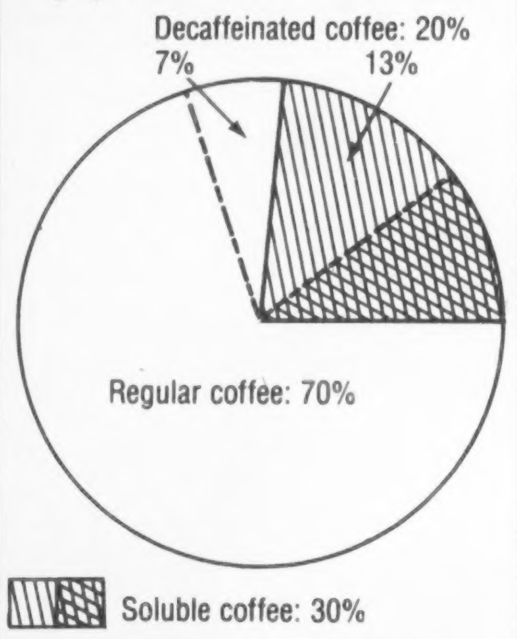
Cups Per Person/Per Day

Coffee	1962	1980	1981	1982	% Change 1981/82
All coffee	4.17	3.57	3.41	3.38	−0.03
Regular	4.36	3.73	3.60	3.55	−0.05
Soluble	3.11	2.53	2.31	2.37	+0.06
Decaffeinated	0.10	0.34	0.33	0.38	+0.28

Source: National Coffee Association

While coffee consumption has been decreasing in America—each consumer drank about 1% less in 1982 than in 1981—the number of people drinking coffee remained virtually constant. Decaffeinated coffee is gaining a larger following: Only 1 in 25 persons drank decaffeinated coffee in 1962; last year 1 in every 7 coffee drinkers opted for decaffeinated—with soluble (instant) brands accounting for approximately two-thirds of the decaffeinated consumed.

Types of Coffee



Source: National Coffee Association

Decaffeinated coffee continued to gain favor with coffee drinkers in 1982, accounting for 20% of all coffee consumed, including 13% of soluble coffee consumption.

Drip coffeemakers, shown at Lechmere, Dedham, Mass., are the strongest selling traffic appliances. Chains report low-end models selling best, but some like Lechmere are finding success with higher-ticket digital clock timer units. *(DSN photo)*

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PARKER METAL CORPORATION
Worcester, Massachusetts 01613
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QTY. 5

YOU DON'T HAVE TO BREAK TEN PACKS ANYMORE!

PARKER'S PATENTED 5-PACK CARTON SOLVES THE BREAK-PACK PROBLEM.*

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- Lower inventory means lower carrying costs at the store level.
- The "Stand Up" feature allows for easy pre-ticketing and one hand stocking on peg hooks.

The 5 PACK

. . . another innovation from
America's leading manufacturer of
Blister Packaged Hardware.

*Patent 3,952,872

PARKER METAL CORPORATION
P. O. Box 128 / Worcester, Massachusetts 01613 / (617) 791-7131

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January 16–20 / McCormick Place West, Chicago, Illinois

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YOU'RE NOT JUST BLOWIN' SMOKE!
RETAILERS KNOW MECO PRODUCTS STEP UP SALES.
YEAH, 'CAUSE THEIR CUSTOMERS KEEP ON SWINGIN' OVER TO MECO QUALITY.

C5150-3 2/8/83

Toy Supplement: Pp. 33-64

SGMA Show Section: Pp. 78-88

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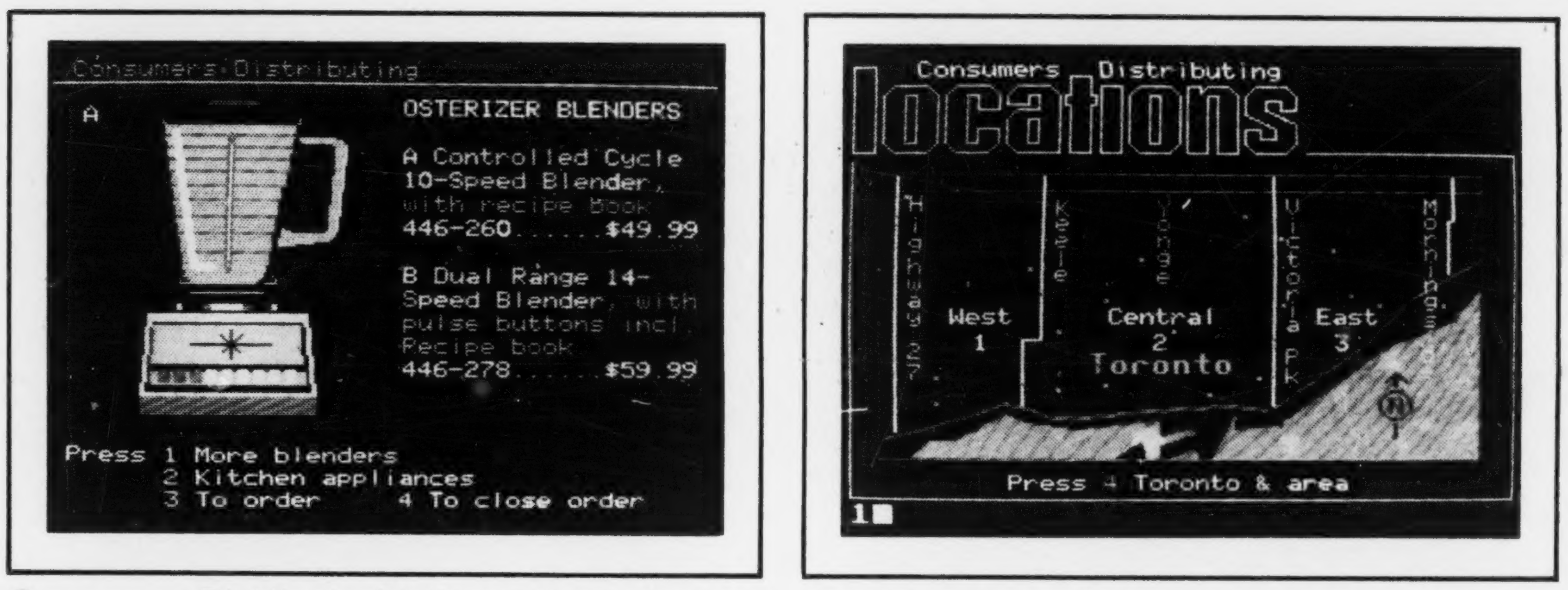
CD Airs 'Electronic Catalog' on Toronto TV

By ARTHUR MARKOWITZ

TORONTO—Consumers Distributing (Canada) has put a 500-page "electronic catalog" on the air here.

The cataloger is offering 340 items to consumers in about 250 homes in Toronto that have TV sets tied into Project Vista, a videotext experiment that offers goods and services for at-home selection.

By participating in the test, the cataloger has been able to explore how information is organized "so consumers find it easy and attractive to use this technology . . . and how you make it friendly," Robert Islinger, manager, media service, explained to *DSN*.



Consumers Distributing
A
OSTERIZER BLENDERS
A Controlled Cycle 10-Speed Blender, with recipe Book
446-260......$49.99
B Dual Range 14-Speed Blender, with pulse buttons incl. Recipe book
446-278......$59.99
Press 1 More blenders
2 Kitchen appliances
3 To order 4 To close order

Consumers Distributing's"electronic catalog" includes "pages" (l.) which show product info, price, sku's and instructions on how to view more items, other categories or to order. Ordering includes calling up map (r.) showing stores in test.

To create the electronic catalog, CD selected the merchandise and designed a data base for the presentation and ordering of goods into eight broad categories, including kitchen (appliances), bedroom (jewelry, radio), den (office equipment) and recreation room (home entertainment).

While a number of Canadian retailers are taking part in the test, CD is the first to offer interactive shopping in which a consumer can order merchandise directly through the TV terminals, rather than with a separate phone call.

The cataloger is participating in Vista as a research and development effort, not as a commercial, sales-producing, money-making venture, Islinger said.

However, CD has sold merchandise to participating consumers since joining the test last fall. The experiment will run until September.

Islinger emphasized CD's involvement is to "learn about nonstore and alternative methods of retailing."

He added: "We wanted to learn the technology and techniques of electronic shopping, what merchandise presentation will attract consumers, what are their preferences in goods and what are the best methods of ordering."

The electronic catalog includes 300 "pages" showing merchandise—one or two items to a "page"—and 200 providing institutional information, including ordering instructions, facts about the company and its

(Continued on page 96)

New Characters on Tap For '83

Licensed Goods Spur Toy Sales

Nationwide DSN Report

Despite the few bombs that licensed product lines landed on the toy business in 1982, discounters report character-stamped goods generally helped spur sales in almost every toy category—from plush toys and dolls to tabletop electronic games.

Discount store buyers—at chains like Gold Circle, Grand Central, Heck's, Fishers Big Wheel and Murphy's Mart—concurred that the big names in licenses for 1982 included Strawberry Shortcake, Smurf, Star Wars, Garfield, Pac-Man and G.I. Joe.

In contrast, E.T., Dukes of Hazzard and Annie were virtually "dead," they agreed.

As buying plans for 1983 emerge, many merchants are keying into 1983's new cuddly characters—American Greetings' Care Bears and Hallmark's Shirt Tales. Many are also gearing up for another big Star Wars year with a third film, *Return of the Jedi*, soon to be released.

At Grand Central, Salt Lake City, merchandisers are getting ready to install Care Bears as a "storewide concept," according to Charles Millington, buyer.

By midsummer, Care Bear items will not only stud the 32-unit chain's toy departments, but appropriate licensees will also be cross-merchandised in areas like domestics, children's wear, cards and books.

When evaluating a licensed character's sales potential, Millington considers the "completeness of the line" and the manufacturers' dollar commitment.

That is one reason Dukes of Hazzard is dead, he explained. "They offer very limited catego-

(Continued on page 100)

Digest

Feb. 7, 1983

PHOTO

- **Autofocus 35mm and Disc** cameras are bright spots in the photo picture. (p. 17)

APPAREL

- **Masters becomes the last** national apparel lessee by acquiring 51 sections from Belscot. (p. 73)

SPORTING GOODS

- **Trade-up and an increasing** emphasis on brand names have buyers optimistic on the eve of the SGMA show. (Special section, pp. 78-88)

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New Reagan FTC Appointee Is No Rubber Stamp, But . . .

By KEN RANKIN

WASHINGTON—The newest Reagan Administration appointee to the Federal Trade Commission—conservative Texas economist George Douglas—served notice that he won't rubber-stamp Federal antitrust enforcement policies aimed at reviving fair-trade-style pricing restraints against the nation's discount chains.

At the same time, however, Douglas hasn't publicly repudiated efforts to legalize resale price maintenance (RPM) and some Washington lobbyists for the discount store industry fear that the new FTC Commissioner may yet join other Reagan antitrust officials in pushing for a major shift in Federal enforcement activity.

Douglas's vote on the five-member trade commission is critical to FTC Chairman James Miller's plan to relax Federal antitrust restrictions on the power of manufacturers to control retail price structures.

Under the current law, RPM is an automatic or per se violation of antitrust law. Miller, along with other administration antitrust appointees at FTC and the Justice Department, have taken the stand that resale price fixing should be legal unless there is proof that the manufacturer imposed these restrictions for a clearly anti-competitive purpose.

For the past year, however, FTC's five-member "bench" has been one commissioner

(Continued on page 100)

Space-Saving Electrics To Bow in Second Half

By MARILYN NEERMAN

CHICAGO—The electric housewares category—one that most buyers agree could use a lift—may be getting one in the second half of 1983 with the proliferation of under-the-counter and wall-mounted appliances.

Merchants from such catalog showroom chains as Modern Merchandising, Service Merchandise, L. Luria and Paul Schultz, who previewed second-half merchandise at the January housewares show, all responded enthusiastically, saying the under-the-counter or wall-mounted traffic electrics could be a major new sales stimulating trend.

(Continued on page 95)

Future innovations in electrics were a hot topic at the NHMA show (top, right), attended by key merchandisers like Mark Young of Zayre (bottom, left) and Steve Ferguson of H. J. Wilson. (Other photos, p. 95.)

Old-liners: Foes Thin Kids' Wear Markup

NEW YORK—Are the days of "keystone" (50%) and "keystone-plus" markups over for department and specialty store children's wear retailers?

Faced with growing competition from discount and off-price chains, the answer, according to NRMA panelists, may be "yes."

Price competition was one of the issues tackled at the NRMA session, "Children's Wear: Essential Elements of Profit Power." Department and specialty store panelists provided discounters with insight into some of their problems and plans for coping.

Participating were: Fran Green, merchandise manager of the Richmond-based department store, Miller & Rhoads; Jim and Steve Goodman, principals in the nine-unit Youthland chain, headquartered in Columbus, Ohio, and John Byrnes, a partner in the New York City children's operation, Cornell's.

Referring to the off-price competition, stocking such brands as Levi's and Izod, and chipping away at the full-markup retailers' boys' business, Steve Goodman commented, "Perhaps this department doesn't deserve as much space as we give it; perhaps our planned margins are too unrealistic with people like Bradlees and Gold Circle working on low-maintained margins."

He added, "If brand name manufacturers selling to discounters bothers you, maybe it's time to change professions; you have to learn to merchandise around this."

"If a brand is selling to the 'discies,'" Jim Goodman noted, "you better get out of that brand. But, in five years we may have no brands; that's a dilemma I don't know the answer to.

"In big boys', I made up my mind I didn't want to get into the price wars. I keystoned goods, but then I started marking goods $1 lower; we sold more. We found if we stay with a brand we don't have to be 'down and dirty' in price every day. We offer customers stock, sizes and service."

Fran Green of Miller & Rhoads said although there weren't too many discounters with children's brands in her

(Continued on page 100)

More People Shop Discounters Than Any Other Retailer: NRMA

NEW YORK—The good news is more people shop discounters than any other retail segment in any given week: 33% as compared to 24% for department stores and 26% for national chains.

More good news: most future purchases are made by people who right now aren't planning to buy. In one week Americans buy over 450 kinds of merchandise.

The bad news: Despite auto operating costs, consumers are still willing to get in their cars and comparison shop. Of those making a purchase over $300, 35% traveled 10 miles or more to buy it.

These and other results of a new study called "How America Shops and Buys" were reported to retailers attending the 72nd annual National Retail Merchants Association convention here.

The study, conducted by the Newspaper Advertising Bureau (NAB), polled nearly 4,000 people—2,380 women and 1,610 men—over a two-week period. Shoppers were asked where they had shopped and bought during the previous week, and what they planned to buy in the immediate future. A week later, they were called and questioned again.

The study also revealed that 6 out of 10 shoppers feel it doesn't matter whose name is on the label if the store where they shop is reliable. Only 16% of those polled said they didn't have a store in mind for a purchase they planned to make.

The trick then becomes how to convert shoppers into buy-

(Continued on page 100)

Conversion Rates*

Retailer	Men's Wear	Women's Wear
National Chains	74%	61%
Department Stores	69	69
Discount Stores	58	74
Men's Specialty Stores	78	NA
Women's Specialty Stores	NA	78

**Ratio of purchasers to shoppers. NA—Not available.*

Source: Newspaper Advertising Bureau.

Product-Liability Bill To Be Reintroduced

WASHINGTON—Sen. Robert Kasten (R-Wis.) plans to introduce legislation that will shield retailers from product liability suits, Senate Commerce Committee officials told *Discount Store News*.

The new bill will be identical to product liability legislation proposed by Kasten during the last session of Congress. Among other things, that bill protected discount stores and other nonmanufacturing retailers from being sued by consumers who were injured by defective products.

In addition, the bill would have pre-empted the flurry of inconsistent state product liability legislation and barred certain claims after a specific time period following the sale of a product.

Despite strong support from the retail industry and other business groups, the proposed legislation ran out of steam in the closing weeks of '82. A Senate Commerce Committee spokesman noted that the "bill simply died because Congress ran out of time."

At presstime Kasten was actively getting co-sponsors for his bill.

Wal-Mart's Home Division Gets 3 More Categories

BENTONVILLE, Ark.—Wal-Mart has restructured its merchandising operations to distribute the chain's growing volume more evenly.

Starting the first of the year three categories previously considered hard lines—lawn & garden, candy and seasonal—were assigned to the home area under vp, gmm Bill Fields.

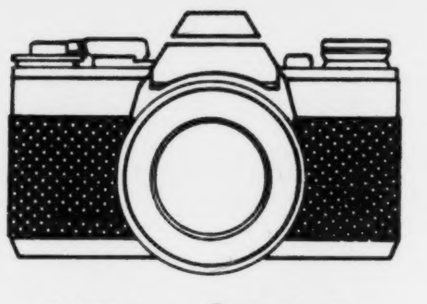
"Even with the changes, the hard lines volume load is still much heavier than that of the other divisions," said Al Johnson executive vp of merchandising and sales.

"People often fail to realize that with our year-to-year volume growth every merchandise manager faces huge yearly workload increase."

To handle the increased volume at the start of 1982, the chain broke out a separate home division in addition to hard lines and soft lines divisions to take over the housewares, home furnishings, fabrics and domestic categories.

Send Display Photos to DSN

SAVE $2 ON ANY DARTBOARD OR TABLE TENNIS IN STOCK W/ COUPON
DART GAME



Win $100 Every Month

Display Photo Contest

Prizes: One $100 prize each month to the store or department manager with the best display idea. A $250 grand prize winner will be selected at year's end from the winning display entries.

Purpose of the Display: ____

Name: ____
Company: ____
Address: ____
____ Zip ____

Rules: Entries must be received by *Discount Store News* by the 10th of each month. Only black and white photographs will be considered. Send to: Photo Contest Editor, Discount Store News, 425 Park Ave., New York, N.Y. 10022.

Now is the time to get credit—and $100—for good display ideas like this high-flying tent at Nichols, Salisbury, Md. Store and department managers are invited to submit—up to three entries each month—black and white photographs of successful merchandise displays you have created in your stores. One winner will be selected each month and a $100 prize awarded. A $250 grand prize winner will be selected from the monthly winners at the end of the year. Beginning with the Feb. 21 issue, a winning photograph will appear in this spot once a month.

General Sessions, Workshops Set For NMRI Personnel, Ad Parleys

NEW YORK—The National Mass Retailing Institute has finalized plans for two major conferences.

The association will hold its annual personnel conference Feb. 16-18 at the Sheraton Hotel in Atlanta.

The 12th annual advertising conference will be held at the Marriott Hotel in Chicago, March 23-25.

The personnel conference will open with a general session at 3 p.m. on Wednesday, Feb. 16, and will end on Friday, Feb. 18 at 1:15 p.m.

The conference will feature general sessions and concurrent roundtable workshops. Workshops will focus on unemployment compensation, benefits, video employment testing, buyer training and other topics.

General sessions at the advertising conference will focus on "Marriage Mail and TMC"; "The Changing Face of the American Consumer"; "How Five Mass Retailers Use TV," and other topics.

Workshops will be held on co-op advertising, merchandise item and space allocation, and justification for advertising.

Retailers interested in attending either conference should contact Carol W. Atkin, educational services director, NMRI, 570 Seventh Ave., New York, N.Y. 10018.

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HEALTH & BEAUTY AIDS

Sunscreens, Aftertans Up Impact

Sunscreens and aftertan treatments are gaining in their impact on the suntan preparations market.

PRODUCT MOVEMENT AUDIT

The accompanying Product Movement Audit supplied by Boston Distributors, Maple Heights, Ohio, illustrates movement for the 1982 selling season.

For the first time, an aftertan treatment, Solarcaine lotion, was among the top 10 products within the category, having gone from the No. 14 spot to the No. 6 spot during the past season. Tan Care from Coppertone showed up for the first time in the No. 31 slot.

In sunscreens, PreSun from Westwood regained its importance in the market, earning the No. 17 spot for 1982 after dropping to No. 37 the previous year. Coppertone's Shade lotion moved up seven rankings, from No. 25 to No. 18. Coppertone Super Shade jumped from No. 28 to No. 25.

Sundown formulas from Johnson & Johnson also showed increased movement with Maximum Protection Formula bounding from No. 35 to No. 26. Sundown Ultra Protection edged up to No. 12 from No. 13 a year earlier.

Overall, Plough, maker of Coppertone, Tropical Blend and For Faces Only, led in the suntan category with 56.6% of the business for the past season.

Hawaiian Tropics from D. Faughn followed Plough with 22.9%. Hawaiian Tropics occupied three of the top 10 positions on the movement chart.

Johnson & Johnson ranked third in the market with its Sundown line winning close to 6% of the volume. Bain de Soleil and Sea & Ski products each garnered 4% of the business.

SUNTAN PREPARATIONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Coppertone Lotion 8 oz	10,044	3.77	37,887.00
2	Hawaiian Tropic Dark Tanning Oil 8 oz 2028	10,512	2.89	30,351.10
3	Hawaiian Tropic Dark Tanning Oil 8 oz 2038	9,828	2.87	28,212.60
4	Q.T. Lotion 4 oz	7,764	3.32	25,767.30
5	Coppertone Oil 8 oz	5,916	3.73	22,096.10
6	Solarcaine Lotion 6 oz	7,428	2.85	21,205.60
7	Tropical Blend Oil 8 oz	5,424	3.47	18,812.30
8	Coppertone Lotion 4 oz	6,072	2.85	17,334.20
9	Hawaiian Tropic Royal Blend 8 oz	3,456	3.06	15,262.00
10	Tanning Blanket	4,992	2.59	12,914.20
11	Hawaiian Tropic Forever Tan 8 oz	3,276	3.74	12,244.70
12	Sundown Ultra Protection 4 oz	2,868	4.09	11,744.20
13	Tropical Blend Lotion 8 oz	3,348	3.47	11,611.60
14	Hawaiian Tropic Professional Oil 8 oz	3,000	3.57	10,070.60
15	Coppertone Tropical Lotion 8 oz	2,268	3.88	8,794.50
16	Coppertone Oil 4 oz	3,036	2.85	8,667.10
17	Presun Lotion 4 oz	2,448	3.40	8,320.00
18	Coppertone Shade Lotion 4 oz	2,652	3.09	8,188.70
19	Sudden Tan 4 oz	2,196	3.71	8,136.70
20	Hawaiian Tropic Tan Oil 8 oz 1038	2,508	3.23	8,092.50
21	Coppertone Tropical Oil 8 oz	1,944	3.88	7,538.70
22	Solarcaine Aerosol 3 oz	2,868	2.62	7,524.40
23	Tropical Blend Lotion Pina Colata 8 oz	2,040	3.68	7,507.50
24	Sea & Ski Baby Oil 4 oz	3,492	2.15	7,503.60
25	Coppertone Super Shade 4 oz	1,884	3.95	7,442.50
26	Sundown Maximum Protection 4 oz	1,884	3.90	7,347.60
27	Bain de Soleil Tan Oil 4 oz	2,496	2.85	7,105.80
28	Coppertone Shade Plus 4 oz	1,824	3.80	6,943.30
29	Sea & Ski Lotion Green 4 oz	2,868	2.28	6,532.50
30	Bain de Soleil Gelee Orange 3⅛ oz	2,268	2.85	6,457.10

Figures, for the entire suntan season of 1982, were reported by Boston Distributors, a division of Cook United, Maple Heights, Ohio. The company supplies 600 stores including 360 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Aim
FLUORIDE
Bradlees
Gel
ADVANCED FORMULA
Cres

Comparison Made Easy

To win better margins on private label, Bradlees, Hingham, Mass., positions its own-brand toothpaste opposite the national brand at a price 50¢ cheaper. *(DSN photo)*

Merry Christmas For Venture

ST. LOUIS—Venture stores had a sales increase of 16.8% for the five-week period ended Jan. 1, according to a preliminary sales report from its parent company, May Department Stores.

Sales for the 47-unit discounter were $128.6 million, an increase of $18.5 million. Store-for-store increases were 11.8%.

Year-to-date sales for Venture were $640.3 million, a 10.7% increase over the same period in 1981. Store-for-store increases were 9.6%.

Venture's performance for the five-week period topped that of its parent company. May did $667.1 million, a 10.3% increase. This was a record sales figure for the company in any given month.

May executives said: "We are encouraged by our record sales results of December. This was our second consecutive month of double-digit sales increases, reflecting greater confidence and willingness to buy on the part of the consumer. Sales for December were particularly good for the few days before Christmas, and continued favorably the week following."

Capture the Baby Market with Gerber

Let Gerber attract more customers for you with their extensive baby product line.
When new mothers shop for all their baby needs, they appreciate one-stop shopping convenience. When you carry the Gerber baby product line, your customers won't have to look anywhere else.

Increase dollars per customer transaction.
By providing one-stop shopping convenience for your customers, you'll see an increase in both planned and impulse sales.

Keep customers coming back for all their baby care replacement needs.
The Gerber product line has a high quality image that always meets your customers' expectations. Once customers make their initial Gerber purchase, their satisfaction will bring them back to your store again and again.

Make sure you carry these profitable Gerber product categories!
- Hankscraft Humidifiers & Vaporizers
- Reusable and Disposable Nursing Accessories
- Gift Sets
- Feeding Accessories
- Pacifiers and Teethers
- Child Proofing Accessories
- Rattles and Toys
- Diaper and Carry-All Bags
- Clothing
- Vinyl Pants

Contact your Gerber Sales Representative for advice on stocking and displaying the Gerber line of products.

Babies are our business®...and have been for over 50 years.

Gerber
Gerber Products Company Fremont, Michigan 49412